

# SPRING AND SUMMER 1948

Here, taken from actual letters to us, are some of the reasons why more Americans than ever are buying the Sears Catalog way:

- "Your new catalogs contain many things that were scarce"
- "We have been pleased to have our orders so well filled"
- "I can take a leisurely shopping trip with a catalog while baby is napping"
- "Looking thru the new catalog is like stepping into a big department store"
- "It has the widest selection of goods"
- "The accuracy of your descriptions can be depended on"
- "We can save a substantial amount by sending to Sears"
- "You stand back of your guarantee"

Shop from this catalog by mail, by telephone, or through Sears Retail Store or Catalog Order Office. Easy Terms are available—see inside back cover.

*Satisfaction guaranteed  
or your money back*

**SEARS, ROEBUCK AND CO.**

**925 S. Homan Avenue  
Chicago 7, Illinois**





# Buying clothes for your



**INFANTS'  
WEAR**

"Our new catalog arrived yesterday," wrote Mrs. R. H. Powell of Prescott, Iowa, on July 22, "and I want to thank you for putting the children's clothing in the first part of it. Hope you will do that again."

Well, Mrs. Powell, we've done exactly that, as you can see by turning the page. We've done it because we think you and all the other mothers who buy for their children from the Sears catalog prefer it that way. Because, too, we like to make their shopping and yours as easy as possible. And because we know, of all the goods we sell, children's wear is most important, is purchased most frequently.

With all you have to do, Mrs. Powell, we know you just haven't the hours it takes to go to town every time one of your children needs clothing—which is, we'd guess, most of the time.



**NURSERY CROWD  
SIZES 1 TO 3**



**KINDERGARTEN CROWD  
SIZES 3 TO 6X**



**BOYVILLE JR.  
SIZES 3 TO 6**



**BOYVILLE JR.  
SIZES 4 TO 10**



**GRADE SCHOOL CROWD  
SIZES 7 TO 14**

It is easy  
to shop  
because  
gathered  
because  
and clear  
appears.  
Everything  
will like  
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illustrations  
merchandise  
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language. V  
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HIGH SCHOOL  
SIZES 14

Illustration of a young man in a striped shirt and dark pants, standing on a sidewalk.



# children does not need to be hard work..

**It's so easy to buy the catalog way.** Because you can shop right in your own home, at your leisure . . . because here all children's wear is gathered together in one convenient store . . . because every size range is easy to find and clearly marked under helpful index captions.

**Everything you need is here.** We believe you will like our wide assortment of styles, colors, fabrics. We have done our best to bring you the greatest possible selection of wearing apparel for school, for dress, for play.

**Pictures and descriptions are accurate.** You can buy with confidence because Sears catalog illustrations faithfully reproduce the actual merchandise. And Sears descriptions give you all the facts in simple, straightforward language. We tell you the kind of fabric, its washability, resistance to shrinkage, color fastness. We tell you all the facts so you will know exactly what you're getting.

**You save money.** Best of all, when you buy children's wear here, you buy it at typical Sears money-saving prices—you can be sure of receiving full value for every penny. And we're certain you'll like the protection of Sears no-questions-asked guarantee of satisfaction or your money back.

**We welcome you,** then, to Sears Store for Children, which we hope will become Your Store for Children. Once you've tried this easy, modern, time-saving, money-saving Sears catalog way, we think you'll be content with no other.

## CHILDREN'S STORE INDEX

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HIGH SCHOOL CROWD  
**SIZES 10 TO 16**

BOYVILLE, FRATERNITY PREP

**SIZES 8 TO 18**

● You are cordially invited to view the New Fashions for Women, Misses, Juniors beginning on page 135.



KINDERGARTEN CROWD

**SIZES 3 TO 6X**

## Why It's SEARS FOR KINDERGARTEN CROWD

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR

Nowhere do QUALITY and SAVINGS count more than with the energetic 3 to 6x Crowd where continuous wear and tear means continuous replenishing. Only quality can stand up under the demands made on their clothes . . . and only the savings offered by good old thrift-wise Sears, could have kept on dressing generations of lively youngsters. Only Sears where you get more for your money with a satisfaction-or-your-money-back guarantee. First, we present dresses . .

### SEARS FAMOUS DELUXE HONEYSUCKLE DRESSES . . our finest for quality and wear

**\$2.98**  
EACH

1. **FABRICS** are all fine quality, firm, closely woven cottons laboratory tested for strength, wear

2. **DESIGNED** by specialists in the art of cutting and styling children's clothes exclusively

3. **WORKMANSHIP** of the finest . . . French side seams, tiny stitches for long service . . . even finishing

4. **WASHABILITY** is tops . . . all colors are sparkingly lovely . . . washfast, sunfast and clear

5. **TRIMS** of quality and beauty finely detailed, usually found on much more expensive dresses

6. **DETAILS** . . . full skirts . . . deep hems for lengthening (except on circular styles) . . . tie back sashes

**A** A PRANCING SHOW-OFF HORSE applique on the skirt of this striped chambray dress . . . leads Sears style parade of little girl fashions. In colors fresh as spring, the striped chambray is contrasted with white cotton pique yoke and collar and bias band trim. Tie sash. 3-inch hem for lengthening. Washfast. Sizes 3, 4, 5, 6, 6x; see size scale, page 6. Please state size. Shipping weight 6 ounces.  
29 L 1044—Multicolor stripe . . . \$2.98

**C** AIRY AS A FAIRY, she'll go to parties in this lovely mist-sheer frock. An unusual print and plain combination, attractively used in print-capped puff sleeves . . . print-bound full swirling skirt. Tie sash. For all its sheer looks, the cotton organdy is durable, better quality; washfast. Sizes 3, 4, 5, 6, 6x; size scale, page 6. Please state size. Shipping weight 6 ounces.  
29 L 1047—Red and white . . . \$2.98  
29 L 1048—Blue and white . . . 2.98

**E** COLORFUL DUTCH PRINT in smooth better quality cotton . . . fashions this becoming basque style. Bodice is pointed at waist . . . the wide circular skirt billows out with a fluffy ruffle bottom little girls adore. Fine cotton lace and bow trim at becoming square neck. Washfast. Sizes 3, 4, 5, 6, 6x; size scale, page 6. Please state size. Shipping weight 6 ounces.  
29 L 1050—Yellow . . . \$2.98  
29 L 1051—Medium blue . . . 2.98

**G** GORED AND FLARED front skirt accented with frosty piping . . . is a new 1948 fashion note in this winsome frock. A fancy cotton pique yoke edged with dainty scalloped embroidery tops the cute basque bodice. Tie back sash. Puff sleeves. In better quality print cotton. Washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 oz.  
29 L 1053—Medium blue . . . \$2.98  
29 L 1054—Yellow . . . 2.98

**B** CUNNING BASQUE BODICE STYLE has fancy insert of eyelet embroidery and a saucy embroidered bow knot . . . to give it stand-out beauty. Her beloved pouch pockets on the full gathered skirt . . . 3-inch hem for lengthening. In soft, smooth, better quality cotton, washfast. Sizes 3, 4, 5, 6, 6x; size scale on page 6. Please state size. Shipping weight 6 ounces.  
29 L 1045—Medium blue . . . \$2.98  
29 L 1046—Yellow . . . 2.98

**D** A PRINCESS-PRETTY NECK RUFFLE . . . a 3-tiered skirt, each tier topped with solid color piping to give it lots of swing . . . are the beauty features of this dainty dress-up dress. Has all-around tie belt with self loops. Made of sheer cotton floral print dimity . . . summer-cool and washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shpg. wt. 6 oz.  
29 L 1049—Floral print on white background . . . \$2.98

**F** ROMAN STRIPED SKIRT with a white cotton pique top . . . in this saucy eye-catching dress. She'll be proud of the cute butterfly sleeves . . . and that gay self stripe trim at square neck. Beautifully made with the fine details of all Sears Honeysuckles. Tie sash. 3-inch hem. In better quality cotton, soft, smooth, washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 ounces.  
29 L 1052—Multicolor stripe . . . \$2.98

**H** PASTEL PLAID in a darling make-believe jumper dress . . . the beloved style of every little girl. The skirt is circular and cut full, wide and handsome to show off the beauty of the plaid. Frosty white waffle pique top has jumper-type straps, topped off with cute self bows. Tie back sash. In better quality washfast cotton. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 oz.  
29 L 1055—Pastel plaid . . . \$2.98



Buy everything your little girl needs at one time. Sears Easy Terms are available if order totals \$10 or more. See inside back cover for complete details.

4 . . SEARS, ROEBUCK AND CO. 2ALL







KINDERGARTEN CROWD

**SIZES 3 TO 6X**

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR



## SEARS FAMOUS HONEYSUCKLE DRESSES

**\$1.98**  
Each

- Washfast cottons designed for and sold exclusively by Sears
- Smooth, long wearing fabrics . . deep hems for growing room
- Expertly detailed with full skirts . . adjustable tie sashes

**A** DUCK-POND PRINT, cute as can be, on soft, better quality cotton that washes and irons like a charm. A cute style too . . the basque bodice has a round yoke insert with embroidered ducks to match the print . . topped off with a gay little ruffle. Puff sleeves, a tie back sash and a 3-inch hem for lengthening when she grows. Washfast. Sizes 3, 4, 5, 6, 6x; see size scale below. State size. Shipping weight 6 ounces.

29 L 1056—Red, white ground . . . . . \$1.98  
29 L 1057—Blue, white ground . . . . . 1.98

**B** A TWO-TONE TOP gives color interest to this attractive dress. Styled sweetly simple with basque bodice . . and a dainty applique to pretty it. She'll adore those two pouch pockets to carry her trinkets in. Generously full gathered skirt has deep hem for growing room. In better quality cotton . . soft, smooth and washfast.

Sizes 3, 4, 5, 6, 6x; see size scale below. Please state size. Shipping weight 6 ounces.

29 L 1058—Yellow . . . . . \$1.98  
29 L 1059—Medium blue . . . . . 1.98

**C** MORNING GLORY BORDER PRINT gives princess lines to this spring fashion hit. The workmanship and designing are unusual in a dress at this modest price. Notice the pleated front panel in skirt . . the ladder effect of print in bodice . . topped by a Peter Pan collar. Skirt is cut circular in back for lots of swing. Tie back sash. In better quality cotton lawn . . soft, lovely and washfast.

Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 6 oz.

29 L 1060—Medium blue . . . . . \$1.98  
29 L 1061—Dusty rose . . . . . 1.98

**D** FLOWER FACES smile at her in this piquant posey print cotton. It's a sweetheart of a dress for the Kindergarten Crowd. They'll love that fancy scalloped white yoke . . studded with embroidered hearts for added beauty. The full gathered skirt has two puffy pouch pockets for her pennies . . and a generous hem for lengthening as she grows. In better quality cotton, soft, durable and washfast. Sizes 3, 4, 5, 6, 6x; size scale below. State size. Shipping weight 6 ounces.

29 L 1062—White background . . . . . \$1.98

**E** CANDY STRIPED COTTON DRESS . . fresh, spic-and-span looking for all summer long. Popular little girl fashion with trimly fitted bodice and full gathered skirt. Bodice has snow white collar with bias striped trim . . and three dainty buttons for added interest. Skirt has two pockets and a tie back sash to snug it in. Puff sleeves. Deep hem. Better quality washfast cotton.

Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 6 oz.

29 L 1063—Bright red . . . . . \$1.98  
29 L 1064—Medium blue . . . . . 1.98

**F** CHECKED AS THE YOUNG FRY'S FAVORITE. This better quality checked cotton dress has a colorful print insert at front waistband topped by a frilly organdy ruffle for picture-book beauty. The white collar sports an organdy ruffle too. Tie back sash . . full skirt and a deep hem for lengthening. Puff sleeves. Washfast.

Sizes 3, 4, 5, 6, 6x; size scale below. Please state size. Shipping weight 6 ounces.

29 L 1065—Blue and white check . . . . . \$1.98  
29 L 1066—Bright red and white checks . . . . . 1.98

### Size Scale for Dresses, Sizes 3 to 6x

Order size . . . . .	3	4	5	6	6x
If height is . . . . .	35-37	38-40	41-43	44-46	47-48 in.
If chest is . . . . .	22	23	24	25	25½ in.
Dress length . . . . .	18½	20	21½	23	24½ in.

### Important Customer Notice

It's easy and you save time and money when you buy your children's clothes at Sears. Easy Terms available on everything. See inside back cover for complete information.

6 . . SEARS, ROEBUCK AND CO. ALL

2-Pc. COTTON  
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Sanforized cham

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## 2-Pc. COTTON CLASSIC

Sunsuit and Skirt in  
Sanforized chambray

**\$2.49**

## THREE NEW SPRING COTTONS, THRIFT-PRICED

In good quality fabrics, firmly woven for plenty of wear . . . ideal for  
everyday . . . in attractive "little-girl" styles . . . all easily washable

**\$1.59**  
EACH

**A** PRACTICAL 2-PIECE . . . a sunsuit for summer play . . . slip on the skirt and it's a dress. Classic style 1-pc. sunsuit has notched collar, pocket, all around belt and pleated front shorts. Separate skirt has elastic shirred top, fits snug, buttons all way down. In Sanforized chambray (max. fabric shrink. 1%). Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 8 ounces.  
29 L 4416—Medium blue...\$2.49    29 L 4417—Pink...\$2.49

**B** CANDY STRIPED SKIRT with snowy make-believe blouse . . . is a fresh-looking everyday dress. Sweet embroidery trim on bodice . . . with striped insert at shoulders to accent the cute cap sleeves . . . all prettied up with bright ric-rac for show-off beauty. Gathered skirt has tie back sash. In good quality cotton, washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.  
29 L 1068—Bright red...\$1.59    29 L 1069—Medium blue...\$1.59

**C** BECOMING YOKE STYLE DRESS has colorful smocking across the bodice, the way a little girl likes it. Styled sweet and simple with snowy white collar, lace edgd for added daintiness. The full gathered skirt is topped by an all around tie belt to snug in her waist. Puff sleeves. In good quality cotton, washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.  
29 L 1070—Yellow...\$1.59    29 L 1071—Medium blue...\$1.59

**D** CHECKED COTTON in a good, durable quality, fashions this lovable "dicky" dress. White inserted dicky with bias self bands, gay ric-rac and three snow-white buttons. Peter Pan collar has check trim. All around tie back belt . . . full gathered skirt . . . puff sleeves. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping wt. 6 oz.  
29 L 1072—Medium blue...\$1.59    29 L 1073—Red...\$1.59

**E** COTTON PINAFORE . . . summer-cool and picture-pretty with its fluffy ruffles and bright red ric-rac trim . . . even on its pocket. Buttons all the way down the back. Tie back sash. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.  
29 L 1074—White...\$1.39

**F** PEPPERMINT STRIPED COTTON SUNDRESS has gathered bodice insert topped with smocking and a colorful touch of ric-rac. Hankie pocket; tie back sash. Buttons down back. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping wt. 6 oz.  
29 L 1077—Bright red...\$1.39    29 L 1078—Medium blue...\$1.39



## BARGAIN CORNER COTTONS

Cute styles in serviceable fabrics  
pin-money priced at Sears low . .

**\$1.39**  
Each

ALL PAGE 7. GIRLS' WEAR



KINDERGARTEN CROWD

**SIZES 3 TO 6X**



A \$1.98

B \$1.29

C \$1.15

D 85c

Hundreds of hours of wear in Sears rugged Overalls . . hardy fabrics  
 . . strong stitching . . rip-resistant pockets . . adjustable suspenders

**A PINWALE CORDUROY** overalls, grand buy. Self lined bibtop; metal buckles on adjustable suspenders. Two pockets. Hand wash separately. (Polo shirt sold separately; see below.) *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 10 oz.*  
 29 L 4237—Lt. navy blue  
 29 L 4236—Wine red  
 Each.....\$1.98

**B COTTON SEERSUCKER** striped overalls. washable, no ironing. Adjustable suspenders, patch pocket. (Polo shirt sold separately; see below.) *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shpg. wt. 5 oz.*  
 29 L 4234—Red and white stripes.....\$1.29  
 29 L 4235—Blue and white stripes.....\$1.29

**C SANFORIZED CHAMBRAY** cotton overalls (max. fabric shrink. 1%). Bib-top, adjustable suspenders. Two big patch pockets have bright red stitching trim. Washable. (Polo shirt sold separately; see below.) *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shipping weight 5 ounces.*  
 29 L 4201—Med. blue \$1.15

**D COTTON CHAMBRAY** overalls, are built up back and front . . have buttons on both shoulders, slip on and off in a jiffy. Bright red piping, wide red bands for smart good looks. Washable separately. *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shipping weight 5 ounces.*  
 29 L 4204—Med. blue. 85c

**SEARS OWN HONEYSUCKLE**  
 Pinwale Corduroy Overalls  
 with fine new features

**\$2.49**

- Made to Sears own specifications
- Safety-tilt adjustable metal buckle
- Double self fabric bib-top
- Tailored cuffs . . 2 roomy pockets
- Roomy seat for action-free comfort
- Bar-tacked at points of strain
- Scovil metal Gripper fasteners
- Fine quality easy-to-wash corduroy

Check these value-making features above and you'll see why Sears Honeysuckle overalls are tops. Expertly made with service and wear built into every inch. Hand wash separately. (Polo shirt sold separately; see right.) *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shpg. wt. 10 oz.*  
 29 L 4202—Bright red. . . \$2.49  
 29 L 4203—Light blue. . . 2.49

Sears Easy Terms are available. See inside back cover.

8 . . SEARS-ROEBUCK. PCBKMN

**Easy-to-wash Polo Shirts for girls or boys . . need no ironing**

**E STRIPED COMBED COTTON** polo shirt. Wash separately. *Sizes 3, 4, 6. State size. Shpg. wt. 4 oz.*  
 29 L 4736—Navy blue.....79c  
 29 L 4734—Light blue.....79c  
 29 L 4735—Bright red.....79c  
 29 L 4737—Dark brown.....79c

**F SOLID COLOR SHIRT**, good quality combed cotton. Washable. *Sizes 3, 4, 6. State size. Wt. 4 oz.*  
 29 L 4739—Yellow.....69c  
 29 L 4738—Light blue.....69c  
 29 L 4740—Pink.....69c  
 29 L 4741—White.....69c

**G FINER INTERLOCK KNIT STRIPED** cotton. Retains shape after washing. Wash separately. *Sizes 3, 4, 6. State size. Shpg. wt. 4 oz.*  
 29 L 4751—Bright red.....98c  
 29 L 4752—Yellow.....98c  
 29 L 4753—Medium blue.....98c

**H FINER INTERLOCK KNIT** cotton polo shirt. Retains shape for life of garment. Washable. *Sizes 3, 4, 6; size scale, opposite page. State size. Shpg. wt. 4 oz.*  
 29 L 4754—Medium blue  
 29 L 4756—White  
 29 L 4755—Yellow  
 Each.....98c

**J FINE COMBED COTTON** polo shirt, superbly soft, well made. Wash separately. *Sizes 3, 4, 6; size scale, opposite page. State size. Shipping weight. 4 oz.*  
 29 L 4757—White  
 29 L 4759—Medium blue  
 29 L 4758—Yellow  
 Each.....\$1.25



E 79c

F 69c

G 98c

H 98c J \$1.25

A \$1.49  
 All in one

Sears value  
 sturdy cott

**A SANFORIZED CHAMBRAY** cotton overalls (max. fabric shrink. 1%). Bib-top, adjustable suspenders. Two big patch pockets have bright red stitching trim. Washable. (Polo shirt sold separately; see below.) *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shipping weight 5 ounces.*  
 29 L 4201—Med. blue \$1.15

**B COTTON CHAMBRAY** overalls, are built up back and front . . have buttons on both shoulders, slip on and off in a jiffy. Bright red piping, wide red bands for smart good looks. Washable separately. *Sizes 3, 4, 5, 6, 6x; size scale, opposite page. State size. Shipping weight 5 ounces.*  
 29 L 4204—Med. blue. 85c

**C PRINTED SLAC** in strong cotton with gay nursery print. Double needle stitching. Side pockets are built into elastic suspenders. (Polo shirt sold separately; see opposite page.) *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 4 oz.*  
 29 L 4327—Navy

**D JACKET AND PANTS** in attractive . . tops for summer sports collar, yellow pockets. Boxer around elastic . . comfort. In sturdy wash separately. *Size 3, 4, 5, 6, 6x. State size. Shpg. wt. 4 oz.*  
 29 L 4525—Yellow

**E FRONTIER-TYPE** suspenders; a wash separately. *Size 3, 4, 5, 6, 6x. State size. Shpg. wt. 4 oz.*  
 29 L 4677—Dark

Order sizes . .  
 if chest is . . .  
 if height is . . .





**A** \$1.49  
All-in-one

**B** \$1.69  
All-in-one

**C** \$1.79  
Dungarees

**D** \$1.98  
Jodhpurs

**E** \$1.89  
Dungaree  
Slacks

## Sears value-packed PLAYCLOTHES . .

sturdy cotton fabrics . . sturdily built for wear

**A** SANFORIZED CHAMBRAY ALL-IN-ONE (max. fabric shrinkage 1%), a darling style . . and mothers know how reliable chambray is. Peter Pan collar piped with red, cute applique on front bodice. Red buttons down the back. Set-in waistband. Patch pocket. Washable. *Sizes 3, 4, 5, 6, 6x. Please state size.* Shpg. wt. 10 oz. 29 L 4200—Medium blue. . . . \$1.49

**C** POPULAR DENIM DUNGAREES, double needle stitched in red thread, red metal buttons. Copper rivets reinforce waistband and pocket corners. Back yoke for fine fit; back pocket; 2 front pockets. Wash separately. (Polo shirt sold separately; see opposite page.) *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 7 oz. 29 L 4326—Navy blue. . . . \$1.79

**E** PRINTED SLACKS, dungaree style in strong cotton twill, decorated with gay nursery prints and bright red double needle stitching. Two roomy side pockets are bar-tacked. Adjustable suspenders. Wash separately. (Polo shirt sold separately; see opposite page.) *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 7 oz. 29 L 4327—Navy blue. . . . \$1.89

**G** JACKET AND BOXER SHORTS SET . . in attractive California print . . tops for summer. Boxy jacket has sports collar, yellow buttons, 2 patch pockets. Boxer shorts have all-around elastic waist for stay-up comfort. In sturdy cotton twill. Wash separately. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 13 oz. 29 L 4525—Yellow print. . . Set \$2.98

**J** FRONTIER-TYPE PANTS in cotton cavalry twill; 3 pockets. Detachable suspenders; adjustable side snap fasteners. Team them with shirt below. Wash separately. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 12 ounces. 29 L 4523—Dark brown and tan. \$2.49 29 L 4524—Tan and dark brown. \$2.49 WESTERN STYLE COTTON SHIRT has contrasting trim, double needle stitching. Wash separately. *Sizes above. State size.* Shpg. wt. 5 oz. 29 L 4677—Dark brown and yellow. . . . \$1.98

**B** EMBROIDERED ALL-IN-ONE in pincheck cotton of excellent quality. Collar edged with ric-rac, white piping on pocket, puff sleeves. Tie back sash. Washable. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 8 oz. 29 L 4233—Red and white check. . . . \$1.69 29 L 4232—Blue and white check. . . . \$1.69

**D** COTTON TWILL JODHPURS feature adjustable snap fastener side closing. Expertly tailored. 2 pockets have button flaps. Adjustable suspenders; elastic foot straps. Wash separately. (Polo shirt sold separately; opposite page.) *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 11 oz. 29 L 4520—Bright red. . . . \$1.98 29 L 4521—Dark brown. . . . \$1.98

**F** COTTON SHIRT AND SHORTS SET, cute, new summer style. Checked shirt has classic collar, red buttons. Chambray shorts have pleated front, 2 pockets trimmed with checked cotton and red buttons. Adjustable suspenders. Washable. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 12 oz. 29 L 4522—Bright red, white and aqua green. . . . 2-Piece Set \$1.98

**H** SAILOR STYLE SLACK SUIT in a shape-keeping cotton poplin that tailors well. Middy top sports white buttons, braid trimmed collar, sleeves and pockets. Pleated front slacks; detachable suspenders, elastic back. Nautical white buttons on side placket. Washable. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 14 oz. 29 L 4315—Royal (bright blue) \$2.98

**HONEY SUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR

**F** \$1.98  
Set

**G** \$2.98  
Set

**J** \$2.49  
Pants  
\$1.98  
Shirt

**H** \$2.98  
Slack Suit

### Size Scale for Sizes 3 to 6x

Order size: . . . . .	3	4	5	6	6x
If chest is: . . . . .	22	23	24	25	25½ inches
If height is: . . . . .	35-37	38-40	41-43	44-46	47-48 inches



KINDERGARTEN CROWD  
**SIZES 3 TO 6X**

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR



**NEW CAPE SLEEVE COATS**  
in all wool spring fabric

- Expensive looking trims
- Clear bright colors
- Smart new back detail
- Matching rayon linings

**\$10.95**  
Each

**A** Domestic Shetland-type (60% new wool, 40% reused wool) spring fabric coat. Pretty, colorful embroidery on flange cape sleeves . . . spring 1948 fashion news. Gracefully shirred at sides, fitted sectional back. Rayon lined. *Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 2 pounds.*  
29 L 2125—Bright green . . . \$10.95  
29 L 2126—Melon (bright rose) . . . 10.95

**B** Domestic Shetland-type (60% new wool, 40% reused wool) coat. A double cape with contrasting piping tops the shoulders. Striking double breasted style with the new 1948 look. Sectional front, back; metal buttons. Rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.*  
29 L 2127—Gold . . . \$10.95  
29 L 2128—Light blue . . . 10.95

Order size: . . . 3 4 5 6 6x  
If chest is: . . . 22 23 24 25 25½ in.  
Coat length is: . . . 19 20½ 22 23½ 25 in.

10 . SEARS, ROEBUCK AND CO. PCBKMS



**\$5.69**

**ALL WOOL FLANNEL**

**C** Princess style reefer . . . is double breasted with smooth fitted lines. Has smart cording in front, back. Big value in all wool flannel. Rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 10 oz.*  
29 L 2129—Light blue . . . \$5.69  
29 L 2130—Bright red . . . 5.69

**\$5.95**

**POPULAR CHECKS**

**D** Checked semi-fitted reefer, double breasted with cotton velveteen trimmed collar. In 25% new wool, 20% reused wool, 55% rayon. Rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 10 oz.*  
29 L 2131—Brown and white checks . . . \$5.95

**\$8.95**

**ALL WOOL SUEDE**

**E** An excellent value in all wool suede. Double breasted reefer style, stitching trim on collar, pocket flaps. Shirred back has tie belt. Rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.*  
29 L 2132—Bright red . . . \$8.95  
29 L 2133—Light blue . . . 8.95

**\$8.95**

**ALL WOOL BOY COAT**

**F** Boy coat in 60% new wool, 40% reused wool, spring coating. Single breasted with 2 flap pockets, breast pocket. Rayon lined. *Sizes 3, 4, 5, 6, 6x. Please state size. Shipping wt. 1 lb. 14 oz.*  
29 L 2134—Bright red . . . \$8.95  
29 L 2135—Light blue . . . 8.95

**\$10.95**

**ALL WOOL "TIE BELT"**

**G** Domestic Shetland-type (60% new wool, 40% reused wool) spring coating. Cute double breasted; shirred at waist. Button trim cuff sleeve. Rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shipping wt. 1 lb. 14 oz.*  
29 L 2136—Light blue . . . \$10.95  
29 L 2137—Gold . . . 10.95

**\$11.95**

**ALL WOOL HOODED COAT**

**H** Latest style with full swinging ripple back . . . detachable button-on hood, rayon plaid lined. Novelty buttons. In 100% new wool; rayon lined. *Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.*  
29 L 2138—Coral (lt. rose) \$11.95  
29 L 2139—Light blue . . . 11.95



\$1.48

\$1.89

\$1.77

She'll loo

**BUSTER BROWN** I  
brand. Colors: Pink  
Natural with navy. M  
Shipping weight 1 po  
#78L4803—Fits sizes  
#78L4804—Fits sizes

**SOFTY AND BAG**  
grain trim. Sh  
in. Hat for 21-21½ in  
pink, white, bright  
sunny blue. Measure; a  
cludes 22c Fed. Ex. T  
#78L4830—Hat only. Sh  
#78L4835E—Set. Shp

**NOSEGAY BONNET**  
grain trim. (t  
red, med. blue, rose  
rose color. Shpg. wt.  
#78L4829—Fits sizes  
#78L4821—Fits sizes

**PUKE BONNET**, I  
lace. Novelty stu  
pink, med. blue, red  
sunny. Measure; state o  
#78L4810—Fits sizes  
#78L4811—Fits sizes

**BUFFLE BONNET**,  
straw-like brai  
Colors: Natural, whit  
pink, natural or whi  
State color. Shpg. w  
#78L4815—Fits all i

Prices of ba  
Philadelphia





KINDERGARTEN CROWD  
SIZES 3 TO 6x

## Pint-Size Accessories styled and made as smartly as mother's

She'll look pretty-as-a-picture in a cute new Hat

**A** BUSTER BROWN ROLLER, strawlike braid. Colors Pink, med. blue, white. Natural with navy. Measure; state color. Shipping weight 1 pound.  
♦ 78L4803—Fits sizes 20¼-20¾ in. \$1.48  
♦ 78L4806—Fits sizes 21-21½ in. 1.48

**B** SCOTTY AND BAG, straw-like braid, grosgrain trim. Size of bag, abt. 6x7 in. Hat fits 21-21½ in. Colors Med. blue, pink, white, bright red; natural with navy blue. Measure; state color. Price includes 22c Fed. Ex. Tax on bag.  
♦ 78L4830—Hat only. Shpg. wt. 11 oz. \$1.53  
♦ 78L4835E—Set. Shpg. wt. 1 lb. 2.98

**C** NOSEGAY BONNET, straw-like braid; grosgrain trim. Colors Navy blue, red, med. blue, rose, white. Measure; state color. Shpg. wt. 1 lb.  
♦ 78L4820—Fits sizes 19¾-20¾ in. \$1.94  
♦ 78L4821—Fits sizes 20¾-21 in. 1.94

**D** POKE BONNET, to set off a pretty face. Novelty straw. Colors White, pink, med. blue, red, pale yellow with navy. Measure; state color. Shpg. wt. 13 oz.  
♦ 78L4810—Fits sizes 20¾-20¾ in. \$1.89  
♦ 78L4811—Fits sizes 21-21½ in. 1.89

**E** RIPPLE BONNET, demure half hat of straw-like braid; rayon facing. Colors Natural, white or med. blue with pink, natural or white with med. blue. State color. Shpg. wt. 13 oz.  
♦ 78L4815—Fits all headsizes. \$2.29

**F** CUTOUT ROLLER, wool felt with lacy cutout brim and crown. Grosgrain band. Colors Beige with brown, navy blue, medium blue, red, rose. Measure; state color. Shpg. wt. 15 oz.  
♦ 78L4850—Fits sizes 20¾-20¾ in. \$1.98  
♦ 78L4851—Fits sizes 21-21½ in. 1.98

**G** SAUCY DERBY, straw-like braid; field flowers. Colors All white; natural tan with navy, red or med. blue. Measure; state color. Shpg. wt. 11 oz.  
♦ 78L4825—Fits sizes 19¾-20¾ in. \$1.77  
♦ 78L4826—Fits sizes 20¾-21 in. 1.77

**H** BONNET AND BAG, straw-like braid bag abt. 6x9 in. Colors white; med. blue. Natural tan with pink or med. blue. Measure; state color. Shpg. wt. hat 9 oz.; set 1 lb. 2 oz. Price includes 25c Fed. Ex. Tax on bag.  
♦ 78L4840—Hat only, fits 19¾-20 in. \$1.84  
♦ 78L4845E—Hat and Bag Set. 3.39  
♦ 78L4841—Hat only, fits 20¾-21 in. 1.84  
♦ 78L4846E—Hat and Bag Set. 3.39

**J** BELOVED BERET, good all season with any outfit. Every youngster loves it. 100% wool. Colors Navy blue, brown, white, bright red, medium blue. Measure; state color. Shpg. wt. 3 oz.  
♦ 78L4800—Fits sizes 20-21½ in. \$1.09

Fun-to-Wear Extras for school or dress-up days

**K** DRESS-UP BAG, Patent-like plastic; shirred skirt front and back. Gold color metal frame. Fabric lined. Size about 5x3½ in. Shpg. wt. 7 oz.  
88 L 1603E—Red. \$1.29  
88 L 1604E—Black. 1.29

**L** PUPPY PURSE, so cute, she'll carry it everywhere. 70% wool, 30% cotton felt; gold color metal frame. Felt lined. Size abt. 7x4 in. Shpg. wt. 7 oz.  
88 L 1605E—Red. \$1.19  
88 L 1606E—Kelly green. 1.19  
88 L 1607E—Navy blue. 1.19

**M** DOLLY SHOULDER ZIP, to thrill a tiny tot. Hand painted design on front. Patent-like plastic; fabric lined, mirror. Size abt. 7x5 in. Shpg. wt. 5 oz.  
88 L 1600E—Red. \$1.49  
88 L 1601E—Black. 1.49  
88 L 1602E—White. 1.49

**N** FLOWER GARDEN print to brighten her school days. Colorful flowers on hand washable spun rayon; so pretty around her neck, too. Size about 24 in. square. Shipping weight 3 ounces.  
88 L 4538—White background. 49c

**P** BRIGHT SUSPENDERS, smart way to dress up her pet blouse and skirt outfits. Red felt cloth, decorated white cotton tape center. Adjustable. Clip-on ends. Shipping weight 5 ounces.  
88 L 4333—Fits sizes 1 to 8. 87c

**R** KIDDY GLOVE, for Easter and "Sunday-best". Soft sueded rayon, with shorter fingers for little hands. Length abt. 8 in. Hand wash. Sizes 2, 3, 4. Size scale below. State size. Shipping weight 3 oz.  
88 L 5100—White. 98c

**S** WHITE COLLAR, for pint-size sweater girls. Spic-and-span cotton pique; bib front tucks in securely with no sewing. Takes the place of a blouse. Washable. Fits necklines abt. 12½ in.  
88 L 4078—Shpg. wt. 3 oz. Each 39c  
88 L 4079—Shpg. wt. 4 oz. 3 for \$1.05

Size Scale for Children's, Girls' Gloves

size	size	size	size	size	size
2	3	4	5	6	7
4¾-5 in.	5-5¼ in.	5¼-5½ in.	5½-5¾ in.	5¾-6 in.	6-6¼ in.

Prices of bags include 20% Fed. Ex. Tax. How to Measure for Hats, see page 239. How to Measure for Gloves, see page 259. Numbers marked ♦ shipped from Philadelphia and Chicago. Order, pay postage from Sears nearest mail order house. Everything at Sears is available on Easy Terms, see inside back cover.

ALL PAGE 11 . . MILLINERY, ACCESSORIES





C 79c

D 89c



E \$1.49

F \$1.49

G \$1.98



A \$1.30  
Skirt



A

B

### SIZES 3 to 6x SUNSUITS . . washable, cool, and low priced at Sears

**C** BIB TOP SHORTS in Sanforized chambray . . . a long-wearing cotton that will not shrink more than 1%. Well tailored, smartly trimmed with bright red stitching and red buttons at sides. Has self lined bib top, adjustable suspenders, patch pocket. Washable. Sizes 3, 4, 5, 6, 6x; size scale on page 9. Please state size. 29 L 4526—Light blue. Shpg. wt. 5 oz. . . . 79c

**D** WOVEN STRIPED COTTON seersucker shortall, spic-and-span looking . . . wonderfully cool for hot days. Full cut, well made with self lined bib top; adjustable suspenders, patch pocket. Washable . . . never needs ironing. Sizes 3, 4, 5, 6, 6x; size scale, page 9. State size. Shpg. wt. 6 oz. 29 L 4509—Red with white stripe. . . . 89c  
29 L 4510—Blue with white stripe. . . . 89c

**E** CHECKED COTTON PERCALE in a top fashion playsuit . . . with ruffle and ric-rac trimmed bib top that ties at shoulders with big flattering self bows . . . easy on and off. Pleated shorts. Easily washable. Sizes 3, 4, 5, 6, 6x; size scale on page 9. Please state size. Shipping weight 6 ounces. 29 L 4409—Red and white \$1.49  
29 L 4410—Blue and white 1.49

**F** STRIPED 'N' PLAIN chambray sunsuit. Sanforized (max. fabric shrink. 1%). Square neck, wide rippling butterfly ruffles and ric-rac pretties the front . . . open criss-cross straps in back for lots of sun. Pleated shorts. Washable. Sizes 3, 4, 5, 6, 6x; size scale on page 9. Please state size. Shpg. wt. 6 oz. 29 L 4411—Blue and white \$1.49  
29 L 4412—Pink and white 1.49

**G** FINE COTTON BROADCLOTH rumba-ruffled style hit. Has four wide ruffles edged with gay ric-rac all around back and sides. Buttons in front, on-off in a wink. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x; size scale, page 9. State size. Shipping weight 8 oz. 29 L 4413—White. . . . \$1.98  
29 L 4414—Medium blue. . . 1.98  
29 L 4415—Yellow. . . . 1.98

### SEARS WASHABLE BLOUSES are so thrifty and practical

**H** TAILORED CLASSIC BLOUSE in fine quality cotton. Neatly styled with notched collar and hankie pocket. A practical style that goes well with overalls or skirts. Washable. Sizes 3, 4, 5, 6, 6x; size scale on page 9. State size. Shipping weight 5 ounces. 29 L 4600—White. . . . 98c

**J** SHEER COTTON DOTTED SWISS in a sweet and demure drawstring blouse . . . with 3 rows of bright colorful braid across front for stand-out beauty. String bow tie. Nipped in at waist for neat fit. Washable. Sizes 3, 4, 5, 6, 6x; scale, page 9. State size. Shipping weight 5 oz. 29 L 4602—White. . . . \$1.49

**K** SOFT, SMOOTH COTTON blouse in a ruffle-flattering style perked up with colorful braid trim down the front. Ruffled Peter Pan collar. Side tucks in front; cuffs on puff sleeves. Washable. Sizes 3, 4, 5, 6, 6x; size scale, page 9. State size. Shipping weight 5 ounces. 29 L 4603—White. . . . \$1.49

### POPULAR JUMPER FASHIONS in wash fabrics for sizes 3 to 6x

Cotton \$1.69

Rayon \$1.98

**A** COTTON PRINT, lively and colorful in a lovable ruffle trimmed jumper. Ruffles front and back . . . criss-cross straps at bodice with full dirndl skirt. Buttons down back. Washable. Sizes 3, 4, 5, 6, 6x; size scale, page 6. State size. Shipping weight 6 ounces. 29 L 4153—Multicolor print Each. . . . \$1.69

**B** RAYON JUMPER perked up with attractive eyelet bib and pockets in contrasting color . . . cool and pretty for summer. Piping trim. Dirndl skirt; side buttons. Hand wash. Sizes 3, 4, 5, 6, 6x; scale, page 6. State size. Shpg. wt. 6 oz. 29 L 4156—Pink with blue  
29 L 4157—Blue with pink Each. . . . \$1.98



H 98c



J \$1.49



K \$1.49

### COTTON SKIRTS

**E** ELASTIC SHIRRED—wag-wide and gay. Popular little girl's skirt. Washable. (Blc 3, 4, 5, 6, 6x; scale, page 6. 29 L 4115—Multicolored

**F** WOVEN CHECKED—C skirt frosted with w. able suspenders. Washa page 1. Sizes 3, 4, 5, 6, 6x 29 L 4116—Red and whi 29 L 4117—Blue and wh

### SEARS

**P** PACIFIC ALL WOOL—size. Bolero has co trim. Dirndl skirt has yenders. Dry clean. Size 3, 4, 5, 6, 6x. Si 29 L 4026—Light blue 29 L 4028—Aqua green

### BLOUSES ARE PIN

**S** SHEER COTTON dr blouse in a fas rumba-ruffle style. bright red stitching on every ruffle; red dr low at neck. Washa more drawstring befo ing. Size 3, 4, 5, 6. Please state size. Shpg. 29 L 4024—White. . . .

G \$1.69



SIZES 3 TO 6x

A \$1.39  
SkirtB \$1.98  
SkirtC \$2.79  
2-pc. SuitD \$2.98  
2-pc. Suit

Buy Everything your little girls needs at one time. Sears Easy Terms available. See inside back cover for complete details.

See Size Scale on page 6

## COTTON SKIRTS... wash in a jiffy

**A** ELASTIC SHIRRED-TOP DIRNDL SKIRT is swing-wide and gay in this colorful cotton print. Popular little girl style. Has adjustable suspenders. Washable. (Blouse sold below.) Sizes 3, 4, 5, 6, 6x; scale, page 6. State size. Shpg. wt. 6 oz. 29 L 4105—Multicolored print.....\$1.39

**B** WOVEN CHECKED GINGHAM in a pert 3-tier skirt frosted with white eyelet trim. Adjustable suspenders. Washable. (Blouse sold opposite page.) Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 6 oz. 29 L 4106—Red and white.....\$1.98  
29 L 4107—Blue and white.....1.98

## SEARS HONEYSUCKLE light weight wool 2-piece Suits

**E** PACIFIC ALL WOOL CREPE in adorable bolero suit. Bolero has colorful embroidery, ric-rac trim. Dirndl skirt has deep hem, adjustable suspenders. Dry clean. (Blouse, opposite page.) Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 13 oz. 29 L 4026—Light blue 29 L 4027—Yellow  
29 L 4028—Aqua green Each.....\$4.49

## Top values in COTTON SUITS

**C** COTTON SEERSUCKER 2-pc. suit. Cardigan jacket has 2 big pockets. Skirt has frontpleats; kick pleat in back. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 8 oz. 29 L 4031—Red and white.....\$2.79  
29 L 4032—Blue and white.....2.79

**D** COTTON POPLIN SAILOR SUIT, crisply tailored, expertly made. White braid trims big square collar, 2 patch pockets and sleeves. Skirt has front pleats, back kick pleat. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x. State size. 29 L 4033—Medium blue. Shpg. wt. 9 oz.....\$2.98

**F** ALL WOOL FLANNEL CLASSIC SUIT is expertly tailored. Smart jacket has double row of buttons, piping-trimmed patch pockets. All-around pleated skirt has adjustable suspenders. Dry clean. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 2 oz. 29 L 4029—Med. blue 29 L 4030—Yellow  
29 L 4034—Coral rose Each.....\$4.98

## BLOUSES ARE PIN-MONEY TOPPERS for skirts, suits, jumpers... easy-to-wash

**G** SHEER COTTON drawstring blouse in a fascinating rumba-ruffle style. Colorful bright red stitching on edge of every ruffle; red drawstring bow at neck. Washable (remove drawstring before washing). Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 5 oz. 29 L 4604—White.....\$1.69

**H** EYELET EMBROIDERY trims this lovely sheer cotton blouse. Graceful, full cut drawstring style with red string bow at neck. Cute puff sleeves. Fresh and cool-looking. Washable (remove string before washing). Sizes 3, 4, 5, 6, 6x. State size. Shipping weight 5 oz. 29 L 4624—White.....\$1.69

**J** SMOOTH RAYON BLOUSE with saucy dance-away print in high-spirited colors on its front... a style any little girl would adore to own. White drawstring bow at neck, sweet puff sleeves. Hand washable. Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 5 oz. 29 L 4625—White.....\$1.98



G \$1.69



H \$1.69



J \$1.98



E \$4.49

F \$4.98

## ALL VIRGIN WOOL 2-pc. SUITS

- Soft, lightweight summer fabrics
- Fine tailoring and expert details
- New spring-through-summer styles



NURSERY CROWD

**SIZES 1 TO 3**

# WHY IT'S SEARS FOR TOTS' CLOTHES...

Only a mother knows what a "beating" active tots' clothes have to be able to take! Here's where Sears value story begins. Sears builds the important features you see below, that assure quality and wear right into every garment to give you more for your money, plus added satisfaction.

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR

- 1. FABRICS** . . sturdy and long wearing for play . . . smooth, light and firmly woven for dress
- 2. WEAR** . . . all that you would expect in strength, texture to stand-up under daily use
- 3. FIT** . . cut by experts with easy armholes, non-binding crotches, shapely necks and waists
- 4. WORKMANSHIP** . . strong, firm stitching . . smooth, even seams . . bar tacking where necessary
- 5. WASHABILITY** . . clear-toned colors . . . in fabrics that can "take it" . . . and trims that wear
- 6. SAVINGS** . . it's thrifty, you save time, money and energy when you shop at Sears by mail



**A**  
\$1.49  
Overalls

**B**  
\$1.49  
Overalls



**C**  
\$1.49  
Clam-Digger  
Jacket



**D**  
98c  
Pinafore



**E**  
\$1.98  
Pinafore

**A** CHECKED COTTON COVERALLS in washable percale . . embroidered posies, piping trim. Peter Pan collar. Sash. Buttons at back. Drop seat. Sizes 1, 2, 3; size scale, page 1171. State size. Shipping weight 7 ounces. 29 L 6824—Bright red. . . \$1.49 29 L 6825—Medium blue. . . 1.49

**B** SEASHORE PRINT Sanforized overalls in mercerized cotton twill (max. fabric shrink. 1%). Vat-dyed. Bib top; adjustable suspenders. Shirt not included. Washable. Sizes 1, 2, 3. State size. Shpg. wt. 7 oz. 29 L 6883—Medium blue. \$1.49 29 L 6884—Yellow. . . . 1.49

**C** SEASHORE PRINT clam-digger sunsuit in Sanforized, mercerized, vat-dyed cotton twill. Adjustable suspenders; back pocket. Washable (max. fab. shrink. 1%). Sizes 1, 2, 3; scale, page 1171. State size. Wt. 7 oz. 29 L 6575M—Medium blue. \$1.49 29 L 6576M—Yellow. . . . 1.49 Matching Jacket. Shpg. wt. 4 oz. 29 L 6577M—Medium blue. \$1.49 29 L 6578M—Yellow. . . . 1.49

**D** DOTTED SWISS PINAFORE, sweetly ruffled and trimmed with ric-rac. Summer-cool, buttons at back, tie sash; deep hem. Pocket. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 5 oz. 29 L 6410—White with blue. .98c 29 L 6411—White with pink. .98c

**E** FINE QUALITY COTTON pique pinafore prettied with colorful embroidery. Shoulder ruffles; tie sash. 3-inch hem for lengthening. Buttons at back. Washable. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6408—Pink. . . . \$1.98 29 L 6409—Yellow. . . . 1.98

**F** CHECKED COTTON in a cunning smocked style. Ric-rac on skirt. Deep hem. Tieback sash. Washable. Sizes 1, 2, 3; size scale on page 1171. Please state size. Shipping wt. 6 oz. 29 L 6319—Red check. . . \$1.39 29 L 6320—Blue check. . . 1.39

**G** DAINTY SMOCKING, tiny buttons and a lace-edged collar on this washable cotton dress. Sash. Deep hem. Sizes 1, 2, 3; size scale on page 1171. State size. Shipping weight 6 ounces. 29 L 6321—Medium blue. \$1.39 29 L 6322—Pink. . . . 1.39

**H** STRIPED COTTON in a simulated bolero style. Has embroidered pockets, gay and colorful. Tie back sash. Deep hem. Washable. Sizes 1, 2, 3; size scale on page 1171. Please state size. Shpg. wt. 6 oz. 29 L 6323—Red stripe. . . \$1.39 29 L 6324—Blue stripe. . . 1.39

**J** OUR BETTER QUALITY Cotton lawn dress. Eyelet ruffling on eyelet pique yoke, pockets. Sash; 3-in. hem. Washable. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6327—Yellow. . . . \$1.98 29 L 6328—Medium blue. . 1.98

**K** TWO-TONE COTTON Broadcloth in our better frock. Gay embroidery, an adorable collar. 3-in. hem; sash. Washfast. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6329—Pink. . . . \$1.98 29 L 6330—Light blue. . . 1.98

**L** MERCERIZED, vat-dyed percale. Delicate embroidery, lace trim. 2 pockets. 3-in. hem. Sash. Washfast. Sizes 1, 2, 3; scale on page 1171. Please state size. Shpg. wt. 6 oz. 29 L 6325—Yellow. . . . \$1.98 29 L 6326—Light blue. . . 1.98

**M** DOTTED SWISS FROCK lavish with eyelet embroidery at bodice, skirt bottom; simulated pockets. Sash. Hand washable. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6336—Light blue. . . \$1.98 29 L 6337—Pink. . . . 1.98

**N** HEARTS AND FLOWERS embroidery on fine cotton lawn. Dotted swiss sleeves and bodice insert. Sash. 3-in. hem. Washfast. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6338—Light blue. . . \$2.98 29 L 6339—Pink. . . . 2.98

**P** FINE QUALITY cotton lawn dress-up style. Embroidery, lacy inserts, 2 lacy pockets. Sash. 3-in. hem. Washfast. Sizes 1, 2, 3; scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6340—Pink. . . . \$2.98 29 L 6341—Light blue. . . 2.98

**R** EMBROIDERED PARTY DRESS in fine quality vat-dyed cotton broadcloth. Lace trim; pockets. Tiny applique. Dress. Sizes 1, 2, 3; scale page 1171. State size. Shpg. wt. 6 oz. 29 L 6342—Light blue. . . \$2.98 29 L 6343—Pink. . . . 2.98

14 . . SEARS, ROEBUCK AND CO. SALL

All Tots' Clothes are available on Sears Easy Terms. See inside back cover for complete details.



THREE THIRTY WA  
Well made • Full cut



II

OUR TH  
• Loveliest po  
• Our finest tr  
• 3-inch hems





### THREE THRIFTY WASHABLE COTTONS \$1.39

• Well made • Full cut • Pretty, practical styles each



### OUR THREE FINEST COTTONS

- Loveliest party dress-up styles
- Our finest top quality fabrics
- 3-inch hems . . more lavish trims

**\$2.98**  
each



### FOUR BETTER QUALITY COTTONS

- Finer, more firmly woven fabrics
- More embroideries, finer trims
- Finer details . . tieback sashes

**\$1.98**  
each

ALL PAGE 15 . . GIRLS' WEAR



NURSERY CROWD

**SIZES 1 TO 4**

**C**  
\$1.49

**D**  
98c

**E**  
98c

**F**  
74c

**A**  
98c

## SEARS OVERALLS AND PLAY TOGS can't be beat for value!

• Generously cut for freedom • Sewn for strength • Cottons with lots of wash 'n' wear

**C** CORDUROY OVERALLS in medium wale. Adjustable suspenders. Patch pocket. Hand wash separately. (Polo shirt sold separately; see opposite page.) Sizes 1, 2, 3, 4; scale, opposite page. State size. Shpg. wt. 9 oz. 29 L 6816—Lt. navy blue 29 L 6815—Bright red Each.....\$1.49

**D** COTTON CREPE striped overalls, washable, need no ironing. Patch pocket; drop seat. (Polo shirt sold separately; see below.) Sizes 1, 2, 3, 4; scale, opposite page. State size. Shpg. wt. 5 oz. 29 L 6827—Bright red stripe.....98c 29 L 6826—Medium blue stripe.....98c

**E** STRIPED CHAMBRAY overalls. Sanforized cotton (max. fabric shrinkage 1%). For boy or girl. Double fabric bib top, pockets. Washable. (Polo shirt sold separately; see below.) Sizes 1, 2, 3, 4. State size. Shipping weight 5 ounces. 29 L 6841—Med. blue.98c 29 L 6842—Dusty rose.98c

**F** CHAMBRAY 1-PC. PLAY-SUIT has button opening at both shoulders... slips on and off in a jiffy. A sturdy, practical garment with bright red trim. Hanky pocket. Washable. (Polo shirt sold separately; see below.) Sizes 1, 2, 3, 4; scale, opposite page. State size. Shpg. wt. 5 oz. 29 L 6885—Med. blue.74c

### Sturdy Play Suit

**G** 1-Pc. Playsuit in sturdy cotton that takes lots of "roughing it." Very well made with double stitched seams. White piping trim at waist. Drop seat. Washable. Sizes 1, 2, 3, 4; scale, opposite page. State size. Shpg. wt. 8 oz. 29 L 6829—Light tan.\$1.49 29 L 6828—Med. blue 1.49

### Jodhpur Pants

**H** Sanforized cotton twill pants (max. fabric shrinkage 1%). Suspenders. 2 pockets. Elastic foot straps. Adjustable dot snappers. Wash separately. (Shirt sold separately; see opposite page.) Sizes 1, 2, 3, 4. State size. Shpg. wt. 9 oz. 29 L 6878—Bright red\$1.98 29 L 6879—Med. blue 1.98

### Twill Slack Suit

**J** 2-Piece Suit featuring fine cotton twill; vat-dyed, mercerized, Sanforized (max. fabric shrinkage 1%). Plaid blouse; solid color slacks have pocket; suspenders. (Polo shirt sold separately.) Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 9 oz. 29 L 6886—Lt. tan. \$2.98 29 L 6887—Med. blue 2.98

### Polo Shirts

Perfect for slacks, overalls. Knit of good quality cotton yarns. Rib knit crew necks and cuffs. Wash separately... never need ironing. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. each 4 oz.  
**K** In Solid Colors 29 L 6836—Yellow....69c 29 L 6833—White....69c 29 L 6834—Med. blue.69c  
**L** In Pinstripes 29 L 6821—Med. blue.69c 29 L 6822—Yellow....69c

## SEARS FINE HONEYSUCKLE PINWALE CORDUROY'S

Ideal for boys or girls

- Trimly tailored for fine fit, long wear
- Cut full and roomy for active comfort
- Strongly stitched seams for service

**\$1.98**

**A** MANLY OVERALLS, tailored like grownups'. Seams are stitched to stay. Sturdy, pinwale corduroy is hand washable separately. Lined bib front, embroidery motif; patch pocket. Suspenders. (Polo shirt sold separately; see right.) Sizes 1, 2, 3, 4; scale, opposite page. Please state size. Shpg. wt. 9 oz. 29 L 6800—Bright red.....\$1.98 29 L 6804—Medium blue..... 1.98

**\$4.49 Set**

**B** JACKET AND OVERALL SET...grand outfit for tots. Good-looking, well tailored with features above. The pinwale cotton corduroy is sturdy. Jacket is cotton lined; 2 pockets. Overalls have lined bib top; suspenders; patch pocket. Hand wash separately. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; scale, opposite page. State size. Shpg. wt. 13 oz. 29 L 6808—Medium blue.....\$4.49 29 L 6809—Wine red..... 4.49

Children's Wear, everything at Sears, available on Easy Terms. See inside back cover.

16 . . SEARS, ROEBUCK AND CO. ALL

**G**  
\$1.49

**H**  
\$1.98

**J**  
\$2.98

**K** In solid colors 69c

**L** In pin stripes 69c

### SEERSUCKER

#### Summer-cool Sunsuit

Seersucker cotton seersucker sunsuit, easily washable... needs no ironing. Very well made, has double fabric bib-top... elastic at back for fit. Suspenders. Sizes 1, 2, 3, 4. State size. Shipping weight 4 ounces. 29 L 6835—Red.....98c 29 L 6838—Blue.....98c 29 L 6837—Green.....98c

### LITTLE BOY

Suits of knit cotton. Wash separately. Sizes 1, 2, 3, 4. State size. Shpg. wt. each 4 oz.  
**M** Multi-Stripes 29 L 6832—Blue.....79c 29 L 6833—Green.....79c  
**N** Navy Print 29 L 6830—Yellow.....79c 29 L 6831—Blue.....79c  
**O** CLASSIC COTTON Seersucker, well made. Washable. State size 2, 3, 4. Shpg. wt. 5 oz. 29 L 6825—White....98c

**P** Cotton Polo Shirts

**Q** Cotton Shirt 9





### NOTE THESE FEATURES

- Durable cottons firmly woven for wear
- Expertly tailored to the last detail
- Strongly stitched buttons and seams

### SEERSUCKER Summer-cool Suitsuit

**A** STRIPED COTTON seer-sucker suitsuit, easily washable . . . needs no ironing. Very well made, has double fabric bib-top . . . elastic at back for fit. Suspenders. Sizes 1, 2, 3, 4. State size. Shipping weight 4 ounces.

29 L 6585—Red . . . . .98c  
29 L 6586—Blue . . . . .98c  
29 L 6587—Green . . . . .98c

### KNIT COTTON Two-piece Suit

**B** TODDLERS' cute 2-pc. suit has pastel striped polo shirt with rib knit neck. Lined bib top suspender pants have elastic at back for stay-up fit. Washable knit cotton, needs no ironing. Sizes 1, 2, 3, 4. State size. Shipping weight 7 ounces.

29 L 6748—Blue . . . \$1.49  
29 L 6749—Yellow . . . 1.49

### TOTS' DRESSY WASH SUITS Fine fabrics . . . Gripper fastener crotches

**C** ADORABLE SUIT for toddlers. 2-piece style of good quality cotton poplin, washable. Blouse has ruffled collar, pleated front; button trim. Easy-on-and-off Gripper fastener crotch. Sizes 1, 2, 3, 4. State size. Shipping weight 6 ounces.

29 L 6752—Yellow . . \$1.98  
29 L 6753—Blue . . . 1.98

**D** CUTE EMBROIDERED motif and dainty front pleats on this 2-piece toddlers' suit. Very well made . . piping, tiny button trim. Gripper fastener crotch. Sturdy, washable cotton poplin. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 6 oz.

29 L 6750—Med. blue \$1.98  
29 L 6751—Aqua blue 1.98



### LITTLE BOYS' SEPARATES . . thrifty, cool, wear-long and easy-to-wash

**E** SHIRTS of knit cotton. Wash separately. Sizes 1, 2, 3, 4. State size. Shpg. wt. each 4 oz.

*Multi-Stripes*  
29 L 6852—Blue . . . . .79c  
29 L 6853—Green . . . . .79c

*Nursery Print*  
29 L 6850—Yellow . . .79c  
29 L 6851—Blue . . . . .79c

**F** CLASSIC COTTON SHIRT, well made. Washable. State size 2, 3, 4. Shpg. wt. 5 oz.

29 L 6525—White . . .98c

**G** COTTON SHORTS, expertly made, double stitched. Well tailored; front pocket. Suspenders. Washable. Sizes 2, 3, 4. State size. Shpg. wt. 7 oz.

29 L 6729—Med. blue .98c  
29 L 6730—Med. green .98c

**H** BOXER TRUNKS in sturdy cotton poplin. Elastic waist; 2 pockets. Washable. Sizes 2, 3, 4. State size. Shpg. wt. 4 oz.

29 L 6583—Light tan .98c  
29 L 6584—Blue . . . . .98c

**J** "CLAM DIGGER" SHORTS in good quality cotton poplin . . vat-dyed, Sanforized (max. fabric shrink. 1%). Shortie pants have well tailored cuffs, bib-top, adjustable suspenders. Back patch pocket. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 7 oz.

29 L 6521R—Med. blue \$1.39  
29 L 6522R—Yellow . . 1.39

**K** CALIFORNIA PRINT Boxer trunks in fine cotton twill, vat-dyed, mercerized, Sanforized, (max. fab. shrink. 1%). Coin pocket. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. each 4 oz.

29 L 6581M—Yellow \$1.29  
29 L 6582M—Blue . . . 1.29

*Matching Jacket*  
29 L 6579M—Yellow \$1.49  
29 L 6580M—Blue . . 1.49



**E** Cotton Polo Shirts 79c each

**G** Cotton Shorts 98c



**F** Cotton Shirt 98c

**H** Boxer Trunks 98c



**J** \$1.39

**K** Jacket \$1.49  
Trunks \$1.29

### MANLY COTTON WASH SUITS Choice of two handsome styles

\$1.98  
each

**L** TWO-PIECE SUIT with seams double stitched to withstand wear. Washable cotton poplin. Tucked front blouse; button-on pants have belt with metal buckle. Sizes 1, 2, 3, 4. State size. Shpg. wt. 7 oz.

29 L 6756—White with blue . . . \$1.98  
29 L 6757—White with green . . . 1.98

**M** SAILOR SUIT, 2-piece style . . decked out with braid and sporting an embroidered anchor and chevron on its pocket. Button-on pants have belt, metal buckle. Double stitched seams. Washable cotton poplin. Sizes 1, 2, 3, 4. State size. Shpg. wt. 7 oz.

29 L 6762—Medium blue . . . \$1.98

### Size Scale for Sizes 1 to 4

Order size . . . . .	1	2	3	4
If chest is . . . . .	20	21	22	23 in.
If height is . . . . .	30-31	32-34	35-37	38-40 in.



**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
CHILDREN'S  
WEAR



Knit mercerized cotton Anklets  
Seamless feet . . in 3 qualities

Good 19¢ pr. Better 25¢ pr. Best 29¢ pr.

GOOD QUALITY mercerized cotton . . . knit for even texture . . . neat ribbed cuffs have picot edge . . . sturdy heels and toes for wear . . . smooth, seamless feet. Hand wash. Colors White, pink, light blue, yellow, medium blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size, color. Shpg. wt. pair 2 oz.

29 L 5904 . . . . . Pair 19¢

BETTER QUALITY, softer, finer mercerized cotton yarns . . . closer knit for longer wear . . . Sturdier yarns in heels, toes . . . seamless feet. Hand wash. Colors White, pink, light blue, yellow, medium blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Shipping weight, pair 2 ounces.

29 L 5933 . . . . . Pair 25¢

BEST QUALITY, fine gauge . . . knit of stronger 3-ply mercerized cotton yarns for longest wear . . . snug knit-on cuffs . . . long-wearing yarns in feet. Hand wash. Colors White, pink, lt. blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. State size, color. Shpg. wt. pair 2 oz.

29 L 5934 . . . . . Pair 29¢

MEASURE FOR SOCKS: Place ruler against sole. Measure from heel to tip of toe. See size scale at right for size to order.

**G** TYPICAL SEARS price, easy to buy several pairs. Good mercerized cotton . . . smoothly knit. Hand wash. Colors White, pink, lt. blue, yellow. Sizes 4, 4½, 5, 5½, 6, 6½. State size, color. Shpg. wt. pair 2 oz.

29 L 5900 . . . . . Pair 15¢

**H** THIS IS A LOW PRICE for striped cuff anklets. In mercerized cotton. Hand wash. Colors White, pink, light blue, yellow, navy blue. Sizes 4, 4½, 5, 5½, 6, 6½. State size and color. Shpg. wt. pair 2 oz.

29 L 5905 . . . . . Pair 19¢

**J** OUR FINEST dressy anklets, colorful tops. Mercerized cotton. Hand wash. Colors White, pink, light blue, yellow, medium blue. Sizes 4, 4½, 5, 5½, 6, 6½. State size and color. Shpg. wt. pair 2 oz.

29 L 5913 . . . . . Pair 29¢

**K** FANCY KNIT-IN CUFFS. Mercerized cotton. Hand wash. Colors White with blue, white with red, blue with white, yellow with white, pink with white. Sizes 4, 4½, 5, 5½, 6, 6½. State size, color. Wt. pair 2 oz.

29 L 5935 . . . . . Pair 29¢

**L** CREW SOCK striped from top to toe. Firmly knit; seamless. Mercerized cotton. Hand wash. Colors White with med. blue, navy blue, brown, red. Sizes 5, 5½, 6, 6½, 7, 7½. State size, color. Shpg. wt. pair 2 oz.

29 L 5936 . . . . . Pair 29¢



OUR BETTER  
QUALITY  
ANKLETS

25¢  
Pair

In Fancy or  
Plain Styles

**A** FINE GAUGE mercerized cotton anklets; picot edge. Hand wash. Colors White, pink, light blue, yellow, red, navy blue. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Shipping weight pair 2 oz.

29 L 5902 . . . . . Pair 25¢

**B** CUTE "SCOTTY DOG" DESIGN on mercerized cotton anklets. Hand wash. Colors White, pink, light blue, yellow, medium blue. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Shipping weight pair 2 oz.

29 L 5916 . . . . . Pair 25¢

**C** DAINY STRIPED PATTERNS on cuffs. Mercerized cotton; seamless feet. Hand wash. Colors White, pink, lt. blue, yellow, med. blue. Sizes 4, 4½, 5, 5½, 6, 6½. State size, color. Shpg. wt. pr. 2 oz.

29 L 5920R . . . . . Pair 25¢

**E** STRIPED CUFF HALF SOCK, bright, gay. Firmly knit cotton. Hand wash. Colors White, pink, light blue, yellow, navy blue, brown. Sizes 4, 4½, 5, 5½, 6, 6½. State size and color. Shpg. wt. pair 2 oz.

29 L 5919 . . . . . Pair 25¢

**F** "TWO WAY" COTTON CREW SOCKS. Heavy rib tops. Hand wash. Colors White, pink, lt. blue, med. blue, yellow, red, brown, navy. Sizes 5, 5½, 6, 6½, 7, 7½. State size, color. Shpg. wt. pair 2 oz.

29 L 5908 . . . . . Pair 25¢

Order sizes: . . . . . 4 | 4½ | 5 | 5½ | 6 | 6½ | 7 | 7½  
For foot length: . . 3½ | 4 | 4½ | 5 | 5½ | 6 | 6½ | 7 in.

OUR THRIFT Priced Budgeteers

15¢  
pr.

19¢  
pr.



OUR FINEST Dress Styles

Softer, lovelier, colorful 29¢  
pair



Overalls \$1.69

SEARS &

Made in

- Action cut
- Non-slip
- Elastic at
- Strongly

Tons' OVERALLS, ideal for work and play. Specifications with each pair. Styled for perfect fit and comfort. Gives fine fit and comfort. Patch pocket. Knit Durable. Washfast, needs no ironing. See page 17. State size. 29 L 5921M—Red 29 L 5922M—Yellow 29 L 5923M—Light blue.





**SIZES  
1 TO 4**



**A** Overalls \$1.69    **B** Skirt \$1.29    **C** Shorts \$1.09    **D** Polo Shirt 98c    **E** Polo Shirt 98c    **F** Sweater \$1.39

## SEARS DURENE KNIT COTTON MIX-OR-MATCH SEPARATES

Made to Sears specifications . . in combed mercerized yarns . . in washfast matching colors



- Action cut for ease, freedom
- Non-slip suspender straps
- Elastic at waist for fine fit
- Strongly stitched for wear



- Snug-fit ribbed neck shirts
- Easy slip-on button shoulders
- Double self fabric bib-tops on all suspender garments



- Fine gauge knit fabric
- 2-ply yarns for strength
- Mercerized for softness
- Clear, washfast colors

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
**CHILDREN'S  
WEAR**

**A** TOTS' OVERALLS, ideal for play. Made to Sears specifications with all the features listed above. Styled for perfect comfort . . . strongly stitched for excellent wear. Elastic at waist gives fine fit and stay-up comfort. Patch pocket. Knit Durene mercerized cotton. Washfast, needs no ironing. Sizes 1, 2, 3, 4; scale, page 17. State size. Shpg. wt. 6 oz.  
29L6905M—Red    29L6906M—Med. blue  
29L6907M—Yellow    29L6908M—Pink  
29L6909M—Light blue . . . . . Each \$1.69

**B** GIRLS' SKIRT, an adorable style, attractive with blouses or polo shirts. Has deep inverted box pleats at front, neatly detailed with elastic at back for fine fit . . . plus all the wonderful features listed above. Knit of fine mercerized Durene cotton yarns, washfast. Sizes 1, 2, 3, 4; size scale on page 1171. State size. Shpg. wt. 4 oz.  
29L6915M—Yellow    29L6919M—Lt. blue  
29L6917M—Red    29L6918M—Pink  
29L6916M—Med. blue . . . . . Each \$1.29

**C** BOYS' SHORTS, a "must" for little boys . . . knit of fine mercerized Durene cotton yarns . . . with elasticity and "give" that make them tops in service, comfort. Tailored to our own specifications with all the fine features listed above. Washfast. Sizes 1, 2, 3, 4; see size scale on page 17. Please state size. Shipping weight 4 ounces.  
29L6920M—Med. blue    29L6921M—Red  
29L6922M—Yellow    29L6923M—Pink  
29L6924M—Lt. blue . . . . . Each \$1.09

**D** STRIPED POLO SHIRT with short sleeves . . . the versatile polo shirt that mixes with all the separates. Firmly knit of soft, mercerized Durene cotton, washfast, needs no ironing. Made to Sears standards . . . in full cut sizes . . . fine workmanship with features listed above. Sizes 1, 2, 3, 4; size scale on page 17. State size. Shpg. wt. 4 oz.  
29L6930M—Pink    29L6934M—Lt. blue  
29L6932M—Red    29L6933M—Yellow  
29L6931M—Med. blue . . . . . Each 98c



Ankle socks 27c pr.

←ANKLETS IN MATCHING COLOR to go with above pictured separates. Fashioned of the same fine quality mercerized Durene cotton . . . with smooth, seamless feet, snug-fitting ribbed knit cuffs. Washfast. Colors light blue, pink, yellow, med. blue, bright red. Sizes 4, 4½, 5, 5½, 6, 6½; scale, page 18. State size, color. Shpg. wt. 2 oz.  
29L5931M . . . . . Pair 27c

**E** SOLID COLOR POLO SHIRT with short sleeves . . . in the same colors as the shorts, skirt and overalls to make an attractive solid color outfit. Knit of the same fine Durene mercerized cotton, washfast, no ironing. Ribbed crew neck, cuffs . . . 2 button shoulder. Sizes 1, 2, 3, 4; size scale on page 17. Please state size. Shipping weight 4 ounces.  
29L6935M—Yellow    29L6939M—Lt. blue  
29L6937M—Red    29L6938M—Pink  
29L6936M—Med. blue . . . . . Each 98c

**F** COAT SWEATER, the year 'round style for boy or girl . . . tailored with Sears features listed above that make for fine fit, long wear. Has snug rib knit crew neck, cuffs . . . two well tailored patch pockets. Knit of fine quality Durene mercerized cotton yarns. Washfast. Sizes 1, 2, 3, 4; see size scale on page 17. State size. Shpg. wt. 5 oz.  
29L6925M—Lt. blue    29L6926M—Red  
29L6927M—Med. blue    29L6928M—Yellow  
29L6929M—Pink . . . . . Each \$1.39

Sears Easy Terms are available. See inside back cover for complete details.



HONEYSUCKLE

**SIZES 1 TO 4**

# Sears Famous HONEYSUCKLE COAT AND HAT SETS

in fabrics, rich-textured and durable . . deftly tailored . . fully lined



Rich-textured  
All Wool Sets **\$798**  
Each

Wool Crepe **\$698**

Wool Crepe **\$598**

Wool Flannel **\$598**

Our Finest  
100% Virgin Wool  
SUEDE COAT SET

**\$898**  
2-pc. Set

- Glove-soft all wood suede fabric, fine textured, sturdy
- True smooth-fit princess cut
- Finely tailored throughout
- Expensive scalloped detail on coat and poke bonnet
- Gold colored metal buttons
- Fine rayon lining throughout



100% Virgin  
Wool Coating **\$898**



Suede-like  
All Wool **\$798**



All Wool  
Flannel **\$598**



Herringbone  
Tweed **\$598**

MANLY 2-PIECE SETS . . cut to fit . . tailored to "take it" . . lined throughout

20 . . SEARS, ROEBUCK AND CO. PCBMNS

NEW S  
in Coat S

Description of c

OUR FINEST HONEY  
Parade of values. C  
page . . . look at  
... handsome detailing  
front waistline, and on  
gold-colored buttons. I  
in good quality rayon.  
weight 2 pounds.  
2917200—Bright red

FEATURING NEW B  
coat . . . plus expert  
velvet trim on shoulder  
slash pockets. Domestic  
lined. Sizes 1, 2, 3, 4.  
2917202—Copen (med  
2917203—Gold . . . . .

NEW 1948 CAPELET  
... made dressy wi  
matching bonnet. Ado  
in this soft domestic  
lined. Sizes 1, 2, 3, 4.  
2917204—Coral (light  
2917205—Medium bl

TAILORED TO A "T"  
... topped off with  
lovely all wool crepe.  
Sizes 1, 2, 3, 4. State  
2917206—Light blue.  
2917207—Dusty rose.

HAND EMBROIDERED  
delicate touches of s  
dress-up style. White  
laundry for laundering  
Fully lined. Sizes  
2917208—Gold . . . . .

PRETTY PRINCESS-I  
et . . . is attractive  
and creasing trim. Co  
Sizes 1, 2, 3, 4. State  
2917210—Dusty rose  
2917211—Light blue.

OUR FINEST BOY'S  
textured coating in  
we are tailored into  
fine fit that make Sear  
breasted style with co  
trim on sleeves . . . 2  
Matching Eton cap. Fi  
size rise. Shipping w  
2917212—Brown che

BOY'S FLY FRONT  
a fine quality sued  
favorite of little men.  
and careful workman  
matched convertible c  
... 2 swanky slash  
trim lined. Sizes 1, 2  
2917216—Camel (lig

ALL VIRGIN WOOL  
double breasted at  
buttons that give it a  
pockets and matching  
Sizes 1, 2, 3, 4. Please  
2917214—Medium b  
2917215—Light nav

PART WOOL HERR  
wool, 24% reproce  
ed collar, 2 flap poc  
Matching Eton cap. F  
Size rise. Shpg. wt.  
2917212—Medium b  
2917213—Medium b

It's so easy to buy all  
one time on Sears Eas  
buy the best qualities  
nature greatest econo

Size Scale for  
Order size . . . . .  
Height in . . . . .  
Weight in . . . . .  
Chest length in . . . . .



SETS  
ed

## NEW SPRING STYLES

in Coat Sets for sizes 1 to 4

Description of coats shown on opposite page

**A** OUR FINEST HONEYSUCKLE COAT SET is first on the Spring Parade of values. Check its value-packed features on opposite page... look at its style. Smooth-fitting princess lines... handsome detailing of scalloped trim on collar, back and front waistline, and on matching bonnet. Tots love those gold-colored buttons. In glove-soft all wool suede, fully lined in good quality rayon. Sizes 1, 2, 3, 4. State size. Shipping weight 2 pounds.

29 L7200—Bright red \$8.98 29 L7201—Light blue \$8.98

**B** FEATURING NEW EPAULET SHOULDERS on this princess coat... plus expert tailoring and fine details of cotton velvet trim on shoulders, collar, matching poke bonnet; 2 slash pockets. Domestic Shetland-type all wool. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 L7202—Copen (medium blue) \$7.98  
29 L7203—Gold 7.98

**C** NEW 1948 CAPELET STYLE COAT with true princess lines... made dressy with lovely scallop edge on capelet and matching bonnet. Adorably becoming; ideal for Sunday best in this soft domestic Shetland-type all wool. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 L7204—Coral (light rose) \$7.98  
29 L7205—Medium blue 7.98

**D** TAILORED TO A "T" in smooth fitting true princess style... topped off with notched collar and 2 flap pockets. In lovely all wool crepe, matching bonnet. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 L7206—Light blue \$6.98  
29 L7207—Dusty rose 6.98

**E** HAND EMBROIDERED at waistline, back and front, with dainty touches of scalloped cording, give beauty to this dress-up style. White lace-edged cotton pique collar is detachable for laundering. In all wool crepe; matching hat. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 L7208—Gold \$5.98 29 L7209—Light blue \$5.98

**F** PRETTY PRINCESS-LIKE lines in this rich all wool flannel set... in attractive pastel shades. Has hand embroidery and cording trim. Coat and matching hat are rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 L7210—Dusty rose \$5.98  
29 L7211—Light blue 5.98

**G** OUR FINEST BOY'S COAT is 100% virgin wool... a rich textured coating in a small manly check. Quality and wear are tailored into every inch of its making... plus the fine fit that make Sears Honeysuckles famous. Smart double breasted style with cotton velvet notched collar... button trim on sleeves... 2 flap pockets and smart belt in back. Matching Eton cap. Fully rayon lined. Sizes 1, 2, 3, 4. Please state size. Shipping weight 2 pounds.

29 L7226—Brown check \$8.98

**H** BOY'S FLY FRONT COAT is in sporty camel tan color... in a fine quality suede textured all wool fabric... the A-1 favorite of little men. Expertly tailored with action-free fit and careful workmanship in every detail. Has smartly notched convertible collar he can wear open or buttoned up... 2 swanky slash pockets. Matching Eton cap. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 L7216—Camel (light) tan \$7.98

**J** ALL VIRGIN WOOL FLANNEL COAT in a trimly tailored double breasted style, topped off with white ocean pearl buttons that give it a new spring look. Has 2 swanky slash pockets and matching Eton cap. Rayon lined throughout. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 1 lb. 12 oz.

29 L7214—Medium blue \$5.98  
29 L7215—Light navy blue 5.98

**K** PART WOOL HERRINGBONE TWEED COAT SET in 46% new wool, 24% reprocessed wool, 30% rayon. Has smart notched collar, 2 flap pockets and button trimmed belt in back. Matching Eton cap. Rayon lined throughout. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 L7212—Medium brown \$5.98  
29 L7213—Medium blue 5.98

It's so easy to buy all the clothes your children need... all at one time on Sears Easy Payment Plan. It also enables you to buy the best qualities which give the greatest satisfaction and assure greatest economy in the end. See inside back cover.

Size Scale for Coats and Sweaters, Sizes 1 to 4

Order size	1	2	3	4
If height is	30-31	32-34	35-37	38-40 in.
If chest is	20	21	22	23 in.
Coat length is	16	17	18	19 in.

## Year 'round SWEATERS for sizes 1 to 3

New styles firmly knit of sturdy, top quality yarns



Cotton Sweater \$1.09

Thrifty priced coat sweater is knit of heavyweight cotton, softly fleeced inside for added comfort. Has tricky designs on front that little girls admire. Crew neck. Hand wash separately. Sizes 1, 2, 3. Please state size. Shipping weight 6 ounces.

29 L7718—Red \$1.09

29 L7719—Med. blue 1.09

29 L7720—Yellow 1.09

Wool Pullover \$1.59

100% virgin wool pullover is an excellent value. Knit of soft, fleecy all wool yarns... with dainty knit-in design on front... and snowy white wool trim for contrast. Snug, rib knit crew neck and cuffs. Hand washable. Sizes 1, 2, 3. State size. Shpg. wt. 6 oz.

29 L7787—Lt. blue \$1.59

29 L7788—Pink 1.59

Wool Cardigan \$1.98

Jacquard design of little Dutch boys and girls is knit in this attractive all wool cardigan, making it an ideal sweater for girl or boy. Snug-fitting rib knit crew neck, cuffs, bottom. A typical Sears value. Hand wash. Sizes 1, 2, 3. State size. Shipping weight 6 ounces.

29 L7781—Pink \$1.98

29 L7782—Lt. blue 1.98



Wool Cardigan \$1.98

Boy's or girl's all wool coat sweater is a tip top favorite. Knit of sturdy all wool quality yarns with fancy knit-in pattern on front... warm ribbed knit cuffs and bottom. Snug fitting crew neck. A grand all-occasion style. Hand wash separately. Sizes 1, 2, 3. Please state size. Shipping weight 6 ounces.

29 L7779—Med. blue \$1.98

29 L7780—Red 1.98

Finer All Wool Embroidered Styles \$2.98 each

Hand embroidered flowers, colorful and dainty, on this lovely dress-up sweater. Our finest style for little girls. Knit of fine quality wool yarns with attractive knit in design on front. Ribbed knit button band... fresh water pearl buttons. Hand wash. Sizes 1, 2, 3. State size. Shipping weight 6 ounces.

29 L7783—Lt. blue \$2.98

29 L7784—Pink 2.98

Our finest boy's sweater is knit of 100% zephyr wool yarns... soft, fleecy and hand washable separately. Boys love that sporty embroidered puppy on its front. Ribbed knit cuffs and button band for warmth and wear. Fine fresh water pearl buttons. Sizes 1, 2, 3. Please state size. Shpg. wt. 6 oz.

29 L7795—Med. blue \$2.98

29 L7796—Red 2.98



**SIZES  
6 TO 18 MOS.**

**SEARS OWN  
HONEYSUCKLE QUALITY**

Wash Dresses in sturdy cottons



Features that make these  
two Cottons Sears top values

**\$1.98**  
Each

- Fine quality, firmly woven wash fabrics
- Fine details . . . expensive-looking trims
- Both have 3-inch hems for lengthening
- Full puff sleeves . . . tie back sashes

**A** SHEER DOTTED SWISS DRESS . . . crisp, cool and lovely. Rows of dainty smocking with button and eyelet trimmed tab on front bodice . . . eyelet ruffle on collar. Full cut, beautifully finished. Puff sleeves. 3-inch hem. Hand washable. Sizes 6 mos., 12 mos., 18 mos., size scale, opposite page. *State size.* Shpg. wt. 5 oz.  
29 L 6028—Yellow . . . \$1.98  
29 L 6030—Pink . . . \$1.98

**B** VAT-DYED COTTON PERCALE FROCK in a fine mercerized quality. Styled with dainty inserts of lace at bodice . . . lace edge on collar. Cute puff sleeves. Full skirt has 3-in. hem. Sweet ribbon trim. Tie back sash. Washfast. Sizes 6 mos., 12 mos., 18 mos., size scale, opposite page. *State size.* Shpg. wt. 5 oz.  
29 L 6031—Medium blue . . . \$1.98  
29 L 6032—Pink . . . 1.98

Easy Terms available . . . see inside back cover.

22 . . SEARS, ROEBUCK AND CO. PCBMNS



**C**  
84c

**Girl or Boy Sunsuit**

**C** Cotton sunsuit with pretty embroidered motif on bib top. Cut full and roomy, strongly sewn for wear. Button crotch. Washable. Sizes 6 mos., 12 mos., 18 mos., size scale, opposite page. *State size.* Shpg. wt. 4 oz.  
29 L 6250—Yellow . . . 84c  
29 L 6251—Blue . . . 84c  
29 L 6252—White . . . 84c



**D**

**D** Sweetly smocked bodice, embroidered collar and trinket pocket on this cute dress. Well made in good quality washable cotton. Tie back sash. Sizes 6 mos., 12 mos., 18 mos., size scale, opposite page. *State size.* Shpg. wt. 5 oz.  
29 L 6033—Blue . . . \$1.29  
29 L 6034—Pink . . . 1.29  
29 L 6035—White . . . 1.29



**E**

**E** Checked cotton dress has ric-rac and embroidery on collar, bodice. Full skirt has tie back sash. Deep hem. Washable. Sizes 6 mos., 12 mos., 18 mos.; size scale, opposite page. *State size.* Shipping wt. 5 ounces.  
29 L 6022—Red  
29 L 6023—Med. blue  
Each . . . \$1.29



**F**

**F** Button front apron dress. Cute embroidery, ric-rac trim. Full cut. Deep hem; wash. Good quality washable cotton. Sizes 6 mos., 12 mos., 18 mos.; size scale, opposite page. *State size.* Shipping wt. 5 ounces.  
29 L 6036—Yellow  
29 L 6037—Med. blue  
Each . . . \$1.29

**THRIFTY WASH COTTONS at Sears low price \$1.29 each**

**Fine Cotton Fabric Creepers**

**G** Solid color cotton creeper, sturdy and washable. Has embroidered animal, ric-rac, piping. Button belt and crotch. Sizes 6 months, 12 months, 18 months; size scale, opposite page. *Please state size.* Shipping weight 5 ounces.  
29 L 6618—Med. blue  
29 L 6619—Yellow  
29 L 6620—White  
Each . . . \$1.29

**H** Philippine hand embroidered, hand made . . . our finest creeper in washable cotton broadcloth. Front pleats; button crotch. Sizes 6 mos., 12 mos., 18 mos.; size scale, opposite page. *Please state size.* Shipping weight 5 oz.  
29 L 6613—Med. blue  
29 L 6614—White  
29 L 6615—Yellow  
Each . . . \$2.39

**Soft Cotton Knit Creepers**

**J** For boy or girl. Two-button shoulder opening. Snap button crotch. Knit cotton, washable, needs no ironing. Sizes 6 months, 12 months, 18 months; size scale, opposite page. *Please state size.* Shipping weight 5 ounces.  
29 L 6602—Lt. blue  
29 L 6603—Yellow  
29 L 6610—White  
Each . . . 98c

**K** "Health-Tex" creeper in fine quality combed cotton. Gripper fasteners at shoulder and crotch. Buckle belt. Washable, needs no ironing. Sizes 6 mos., 12 mos., 18 mos.; size scale, opposite page. *Please state size.* Shipping weight 5 ounces.  
29 L 6616—Yellow  
29 L 6617—Lt. blue  
Each . . . \$1.29



**G** \$1.29



**H** \$2.39  
Hand Made



**J** 98c



**K** \$1.29



**COTTON PIQUE CO**

**Boys' double breasted effect coat** has notched collar, turned-up cuffs. White buttons. Matching Eton cap. In fine cotton pique; fully cotton lined. Hand washable. Sizes 6 mos., 12 mos., 18 mos. *State size.* Shipping weight 10 ounces.  
29 L 7045—Light blue  
29 L 7046—White . . . \$3.98

**Cute Hats for**

**Cotton pique cap** . . . washable. Contrasting trim. Lined. Sizes 12, 13, 14, 15 in. *State size.* Shpg. wt. 3 oz.  
29 L 7047—Lt. blue . . . 79c  
29 L 7048—White . . . 79c



**P** \$1.19



## OUR HONEYSUCKLE COAT AND HAT SETS

Beautifully tailored in fine  
wear-long fabrics with durable  
linings . . fine buttons and trims



### COTTON PIQUE COAT SETS \$3.98 Each

**A** Boys' double breasted effect coat has notched collar, turned-up cuffs. White buttons. Matching Eton cap. In fine cotton pique; fully cotton lined. Hand washable. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 10 ounces. 29 L 7065—Light blue. 2-piece set . . . \$3.98

**B** Girls' yoke style coat has hand embroidered smocking, raglan sleeves. Beautifully made in fine cotton pique. Matching bonnet. Fully cotton lined. Hand washable. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shpg. wt. 10 oz. 29 L 7063—Pink. 29 L 7064—Light blue. 2-piece set . . . \$3.98

### ALL WOOL FLANNEL COAT SETS \$4.98 Each

**C** Dainty hand embroidery and cording trim this sweet princess-like coat. Made of 100% wool flannel with matching bonnet. Fully rayon lined. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 14 oz. 29 L 7057—Yellow. 29 L 7058—Light blue. 29 L 7059—Dusty pink. 2-piece set . . . \$4.98

**D** Expertly tailored double breasted coat has smooth classic lines with notched collar, 2 flap pockets and matching Eton cap. Excellent wear in the 100% wool flannel. Fully rayon lined. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 14 ounces. 29 L 7060—Medium blue. 2-piece set . . . \$4.98

### Cute Hats for Boys and Girls

**E** Cotton pique cap . . . washable. Contrasting trim. Lined. *Sizes* 12, 13, 14, 15 in. *State size*. Shpg. wt. 3 oz. 29 L 7507—Lt. blue. 79c. 29 L 7508—White. . . 79c

**F** Embroidered pastel posies on dotted Swiss bonnet. Cotton lined. Hand washable. *Sizes* 12, 13, 14, 15 in. *State size*. Shpg. wt. 3 oz. 29 L 7617—White; pink. 29 L 7618—White; blue. Each . . . \$1.19

**G** Eton cap in fine cotton twill. Elastic back. Lined. Washable. *Sizes* 13, 14, 15 in. *State size*. Shpg. wt. 3 oz. 29 L 7559—Lt. blue. 79c. 29 L 7560—White. . . 79c

**H** Sunday bonnet in rayon satin; net, ribbon trim. Rayon lined. *Sizes* 11, 12, 13, 14 in. *State size*. Shipping weight 4 ounces. 29 L 7580—Blue. . . 98c. 29 L 7581—Pink. . . 98c. 29 L 7584—White. . . 98c

### Rugged Cotton Creep-alongs

**J** "Kwikall" crawler in vat-dyed poplin, Sanforized (max. fabric shrinkage 1%). Dot snappers; double bib top. Washable. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 7 ounces. 29 L 6606—Blue. 29 L 6607—Yellow. Each . . . \$1.29

*Striped Cotton Shirt*, wash separately. *Sizes* above. *State size*. Shpg. wt. 4 oz. 29 L 7755—Med. blue. 79c. 29 L 7756—Yellow. . . 79c

**K** Corduroy "Kwikall" crawler with dot snappers, drop seat. Embroidery on double fabric bib top. Hand wash separately. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 8 ounces. 29 L 6668—Med. blue. 29 L 6669—Red. Each . . . \$1.98

*Cotton Polo Shirt*, Washable. *Sizes* above. *State size*. Shipping weight 4 ounces. 29 L 7753—Med. blue. 79c. 29 L 7754—Yellow. . . 79c



### Dress-up Coat and Hat Set in rich rayon crepe

**\$5.98**  
Set

- Smooth, finely woven rayon fabric
- Exquisitely made . . yoke back and front
- Fine embroidery, applique, lace trims
- Lace trimmed bonnet; rich rayon lining

Expert needlework and loving care went into the making of this lovely set for baby's christening, visiting, Sunday best. Exquisitely made, finely detailed. Yoke style coat has becoming wide collar and cuffs, daintily lace edged . . . with a rich sweep of embroidery and applique on front. Matching bonnet has elastic at back. In soft rayon crepe, fully rayon lined. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shipping weight 14 ounces. 29 L 7061—Light blue. . . \$5.98. 29 L 7062—Pink. . . 5.98

#### Size Scale for Sizes 6 to 18 mos.

Order size . . .	6 mos.	12 mos.	18 mos.
If chest is . . .	18	19	20 in.
If height is . . .	24½-26½	27-29	29½-31½ in.
Dress length is	14	15	16
Coat length is	14½	15½	16½

ALL PAGE 23 . . CHILDREN'S WEAR



**E** 79c



**G** 79c



**F** \$1.19



**H** 98c



**J** \$1.29 79c  
Crawler Shirt



**K** \$1.98 79c  
Crawler Shirt



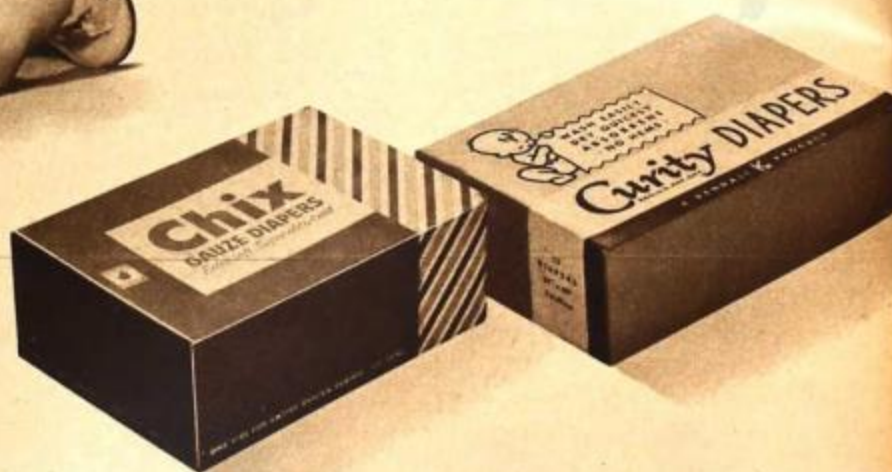
## INFANTS' GOODS

# WHY IT'S SEARS FOR BABY THINGS...

Dainty as baby things look and are, Sears builds quality right into every garment. Quality, to give it the wearing power to hold up under daily washings, ironing and use. Here you find a big assortment of everything a baby needs at varied prices . . . but price for price and quality for quality, we believe each to give fullest measure of performance and to be the best value for the money you spend . . . backed by our guarantee of satisfaction.



1. **QUALITY** in cut, fit, fabric, workmanship, add up to the long life of every garment
2. **FABRICS** of choice strong yarns, firmly woven, rigidly tested in our own laboratory for wear
3. **SIZES** scientifically cut with fullness in the right place for easy comfort and long service
4. **STITCHING** in fine gauge . . . close, even, sturdy . . . to hold up under daily washings and wear
5. **FINISHING** of seams . . . inside of garment is smooth, even . . . no raveling, no irritating edges
6. **WASHABILITY** is everything you'd expect after the rigid tests demanded by our laboratory
7. **SANITARY** . . . clean, dustfree merchandise . . . some neatly packaged, many carefully boxed
8. **TRIMS** . . . the finest and daintiest . . . many hand done . . . yet all stand up under daily wash, wear
9. **SAVINGS** . . . it is thrifty to shop at Sears by mail because you save time, money and energy



**CHIX GAUZE  
DIAPERS**  
12 for \$3.50

**CURITY GAUZE  
DIAPERS**  
12 for \$3.50

## BACK AGAIN!

### SEARS HONEYSUCKLE GAUZE DIAPERS

**GOOD THRIFT QUALITY 12 for \$2.59**

After many seasons Sears famous Honeysuckle gauze diapers are back again. Our good quality is made of double ply cotton to take lots of wear. So light, so soft, they wash in a wink . . . and dry twice as fast as diapers made of other fabrics. Super-absorbent, non-bulky because of their soft open weave. Bleached white to remove impurities. Washable. Cleanly packaged. Size 20x40 inches. Shipping weight 1 pound 14 oz. 29 L 5073—White . . . 12 for \$2.59

**BETTER HEAVIER QUALITY 12 for \$2.98**

Our better gauze diapers are woven of surgical-type cotton yarns, with more threads to the square inch to make them withstand countless washings and wear. Heavier, more absorbent, more economical because they last longer. Washable . . . dry in a jiffy. Superbly soft, light, comfy, they fold without a hint of bulk. No hems to rip or rub. Specially bleached. Packaged. Size 20x40 inches. Shipping weight 2 pounds 1 ounce. 29 L 5074—White . . . 12 for \$2.98

Nationally known Chix gauze diapers are specially woven in a Birdseye weave for great softness and absorbency. Wonderful comfort for baby, they're light, airy and extra-soft next to sensitive skin because they're made of fine surgical-type cotton gauze. A boon to mothers, they're so easy to wash sweet and clean . . . dry in record time. Washable. Size 20x40 inches. (Shipping weight 1 pound 14 ounces.) Postpaid. 29 L 5076—White . . . 12 for \$3.50

Nationally known brand in gauze diapers, famous for their permanently woven-in fold line. They simplify the making of adjustable panel folds for growing babies. The cotton gauze is in a surgical open weave, permits easy washing and quick drying. Very soft and highly absorbent . . . with no hems to irritate or mark baby's tender skin. Washable. Size 21x40 in. (Shipping weight 1 pound 14 ounces.) Postpaid. 29 L 5077—White . . . 12 for \$3.50

#### Shop the Easy, Convenient Way . . . By Mail at Sears

A boon to busy mothers . . . you can save time and energy for baby. Buy the things you need all at one time if you like . . . buy them the safe, easy money-saving way . . . at Sears by mail. Sears Easy Terms are available. See inside back cover for complete details.



Selection of Disposable Diapers

"Chix" Disposable well known brand cotton gauze and cellulose paper with returning back for size. Postpaid. Each package 2 lbs. 8 oz. fits up to 12 pounds of baby.

29 L 5071—White . . . 12 for \$3.50

Sears Honeysuckle in quality, wear, softest birdseye. White. Regular fits up to 15 lbs. 29 L 5119—Ship. wt.

Sears Honeysuckle Disposable of 48. Soft sanitary gauze. White. 29 L 5120—Ship. wt.

"Chix" Cottoned T are different. Mi rotary non-woven easily washed. Won even when wet. Use for diaper . . . makes ing easier. Size 9 1/4 Package of 150. Ship. 29 L 5102—White. Pe





**A** Disposable Diapers  
\$1.59  
Postpaid

**B** Panty 59c  
\$1.00  
Disposable Pads

**C** Panty 45c  
\$1.00  
Disposable Pads

**D** 36 sheets 23c  
180 sheets 98c

**E** 150 sheets \$1.29  
Postpaid

**F** Package of 3  
\$1.59

## Selection of famous brand DISPOSABLES Disposable Diapers, Pads, Linings . . Panties

**A** "Chux" Disposable Diapers, well known brand. Made of cotton gauze and soft, strong cellulose paper with moisture-retarding back for protection. State size. Postpaid. (Shpg. wt. each package 2 lbs. 8 oz.) Small, fits up to 12 pounds. Package of 50.  
Large, fits over 12 pounds. Package of 25.  
29 L 5101—White.....\$1.59

**C** Sears Honeysuckle Panty, tops in quality, wear. Water-repellent birdseye. Washable. White. Regular fits up to 15 lbs. Large, fits over 15 lbs. State size.  
29 L 5119—Shpg. wt. 5 oz....45c  
Sears Honeysuckle Disposable Pads, package of 48. Soft cotton and sanitary gauze. White.  
29 L 5120—Shpg. wt. 2 lbs..\$1.00

**E** "Chix" Cottoned Diaper Liners are different. Made of soft cottony non-woven fabric, delicately scented. Won't fall apart even when wet. Use inside regular diaper... makes diaper washing easier. Size 9½x13 inches. Package of 150. Shpg. wt. 1 lb. 9 oz.  
29 L 5102—White. Postpaid.\$1.29

**B** Kleinert's Pad Panty is made of sturdier opaque plastic... durable, supple and long-wearing. Hand washable. White. Sizes 6 mos., 1, 2; scale, page 34. State size. Shpg. wt. 5 oz.  
29 L 5115.....59c

Kleinert's Disposable Pads, package of 48. Soft cellulose paper. White. Shpg. wt. 2 lbs. 2 oz.  
29 L 5124.....\$1.00

**D** Dennison's Deluxe Diaper Linings. National brand. Made of highly absorbent cellulose, a soft strong paper. Use once inside diaper. White.  
Package of 36 sheets  
29 L 5121—Shpg. wt. 5 oz....23c  
180 sheets in dispenser box  
29 L 5122—Shipping weight 1 lb. 4 oz.....98c

**F** "Pinfree" Birdseye Diapers... form-fitting with adjustable snap fasteners. Has 4 thicknesses of firmly woven Birdseye cloth in center of diaper. Washable. White. Regular, fits up to 16 lbs. Large, fits over 16 lbs. State size. Shpg. wt. 8 oz.  
29 L 5059.....Package of 3 \$1.59



**G** Honeysuckle Flannelette Diapers  
12 for \$2.27

**HONEY SUCKLE**  
THE RIGHT WAY  
TO SAY  
INFANTS' WEAR  
AND ACCESSORIES

**K** Flannelette Diaper Cloth  
Our best 36-inch  
5 yds. \$2.10

**KK** Economy 36-inch Flannelette  
5 yds. \$1.50

**HONEY SUCKLE**  
**H** Birdseye Diapers  
Good quality  
12 for \$2.59  
Best Quality  
12 for \$2.98

**HONEY SUCKLE**  
**J** Knit Diapers  
12 for \$2.98

**L** Birdseye Diaper Cloth  
27-inch width  
10 yds. \$2.85

## Sears Famous HONEYSUCKLE DIAPERS in 3 fabrics Soft, absorbent for comfort . . firmly woven for wear

**G** Flannelette diapers in our Honeysuckle quality are extra soft, richly napped on both sides for superb comfort against baby's tender skin. They are firmly woven of good quality cotton yarns for excellent wear. Washable. Comfortably absorbent... neatly hemmed. Bleached white. Cleanly packaged. Size 27x27 in. Shpg. wt. 1 lb. 6 oz.  
29 L 5027.....12 for \$2.27

**H** Birdseye diapers, our good quality cotton. Soft, absorbent, long-wearing. Bleached white, washable. Packaged. Size 27x27 in. Shpg. wt. 1 lb. 13 oz.  
29 L 5052.....12 for \$2.59  
Our Best Quality Birdseye, more closely woven, longer wear. Superbly soft, absorbent, washable. Hemmed. Packaged. Size 27x27 in. Shipping wt. 1 lb. 15 oz.  
29 L 5053.....12 for \$2.98

**J** Knit diapers in our famous Honeysuckle quality... are super-absorbent, soft and smooth against baby's skin. Firmly knit of 2-ply long staple cotton yarns that stand up under many washings, daily wear. Well-napped. Easily washable, dry quickly. Cleanly packaged. White. Size about 10x18 in. Shipping weight 1 lb. 7 oz.  
29 L 5057.....12 for \$2.98

## Buy Diapers by the yard . . Choose Flannelette or Birdseye

When you buy diaper cloth by the yard you are using the convenient thrifty way to get a thoroughly adequate supply—all you need. The few cents you save on each diaper certainly add up when you count the dozens most babies keep in constant use. The three popular qualities of fine cotton listed here are so popular because of their very good absorbency, and the way they stand up to every day's hard usage in nursery and wash tub. Stay downy soft too, with good care, never chafing baby's tender skin. Bleached white.

**K** Our Best Diaper Flannelette—Do not order before Feb. 15. 5 yards make ten 18x36-inch diapers. You pay only about 21c for each. (5 yd. lengths only).  
36 L 4174—36-in. Shpg. wt. 2 lbs. 2 oz....5 yards for \$2.10

**KK** Our Economy Diaper Flannelette—Do not order before Feb. 15. 5 yds. make ten 18x36-in. diapers. (5 yd. lengths only).  
36 L 4171—36-in. Shpg. wt. 1 lb. 14 oz....5 yards for \$1.50

**L** 27-inch Birdseye Diaper Cloth—10 yards make thirteen 27x27-inch diapers; less than 22c each. Comes in 10 yd. lengths only. Shpg. wt. 2 lbs.  
36 L 2727—10 yds. for \$2.85

All Baby's needs may be bought on Easy Terms PCB PAGE 25 . . INFANTS' WEAR

GAUZE  
PERS  
\$3.50

own brand famous for...  
roven-in fold...  
the making...  
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open weav...  
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soft and...  
with no bea...  
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**INFANTS' WEAR  
AND ACCESSORIES**



**\$850**

- 26 . . SEARS, ROEBUCK AND CO. PCB



\$1795

- Mothers the country over find it a great convenience to open a Sears Easy Payment Account. You can buy all the things your baby needs at one time and add new things as you need them. See inside back cover for details.

- Complete a
- Scientifically
- Includes a f

- 4 Diapers, cotton Birch
- 1 Package, 36 Dennisse
- 1 Blanket
- 1 Pair, knit cotton, 7
- 1 Socks, of knit cotton
- 1 Wrappers of sturdy
- 1 fabric shrinkage 1%
- 2 Gowns of sturdy
- 1 fabric shrinkage 1%
- 1 Wrapper of soft, me
- 1 Gown of medium v
- 1 socks and bottom
- 1 Receiving Blankets,
- 1 Cotton Crib Blankets,
- 2 Waterproof Pantes,
- 1 Two-Ply Synthetic l
- 1 inches
- 1 Two-Ply Synthetic l
- 1 arches
- 2 Quilted Pods, cotton
- 1 Flannel Lap Pad





## WHY IT'S SEARS FOR LAYETTES

Every item in a Sears Layette is planned. Planned for quality, for wear, for thrift, and most important — every piece is planned to function. You'll not find even our complete De Luxe Layette cluttered up with non-essentials. It is our top Honey-suckle quality, our finest value and your best buy . . . that's why it pays to buy the best. But no matter which Layette you choose, we have planned to give you the full worth of what you spend and save you money. That's why millions of mothers agree . . . "It's Sears for Layettes."

### Sears Twin Insurance

Sears Twin Insurance with every layette. Order complete layette before baby is born. If it's twins or more, send us the printed form enclosed in first layette, with signed statement by your physician or minister, and we will send you an extra layette or layettes postpaid.

### "Infant Care" Booklet

In all layettes, we include without extra charge a booklet "Infant Care." Published by the Children's Bureau of U. S. Dept. of Labor. Contains new interesting ideas and methods prepared by renowned baby doctors.

**OUR BEST  
QUALITY LAYETTE**

**\$27<sup>95</sup>**  
cash  
\$3.00 down  
\$5.00 monthly  
on Sears Easy Terms

**Deluxe 71-piece Layette with Blanket Chest . . .**  
**Includes everything a baby needs for his well-being**

- Complete assortment • Superior fabrics in strength, texture • Our finest workmanship
- Scientifically cut garments • Smooth seams for comfort, wear • Tiny stitches for strength
- Includes a full year's subscription to Parents' Magazine (regular Sears price \$2.42)

- 24 Diapers, cotton Birdseye, 27 x 27 inches
- 1 Package, 36 Dennison diaper linings. Absorbent cellulose
- 4 Vests, knit cotton. Tie side style. Long sleeves
- 3 Binders of knit cotton, very elastic for support
- 2 Wrappers of sturdy Sanforized flannelette (maximum fabric shrinkage 1%). Embroidery trim
- 2 Gowns of sturdy Sanforized flannelette (maximum fabric shrinkage 1%). Embroidery trim
- 1 Wrapper of soft, medium weight knit cotton
- 1 Gown of medium weight knit cotton. Drawstring cuffs and bottom
- 4 Receiving Blankets, soft cotton, 26 x 34 inches
- 1 Cotton Crib Blanket, 36 x 50 in. Rayon satin binding
- 2 Waterproof Panties. Hand washable
- 1 Two-Ply Synthetic Rubber waterproof sheet, 18 x 18 inches
- 1 Two-Ply Synthetic Rubber waterproof sheet, 18 x 27 inches
- 2 Quilted Pads, cotton, 17 x 18 inches
- 2 Flannelette Lap Pads, 12 x 14 inches

- 2 Washcloths of soft knit cotton, 12 x 12 inches
  - 2 Towels, knit cotton, 16 x 24 in. Soft, absorbent
  - 1 Sacque of sturdy flannelette
  - 3 Flannel Bibs, double faced. Printed design
  - 2 Pairs long cotton stockings
  - 1 Box Absorbent Cotton, 2 ounces
  - 1 Box Talcum Powder, 4 ounces
  - 1 Bottle of Baby Oil, 6 ounces
  - 1 Cake Castile Soap
  - 2 Bunches Safety Pins . . . guarded coils
  - 1 Teething Ring with pretty bells that tinkle
  - 1 Year's Subscription to Parents' Magazine
  - 1 Set Mother's Manual Booklets, complete month-by-month information for baby's care and training
  - 1 Blanket Chest of heavy cardboard, wood reinforced, covered in gay nursery print paper. Clean with damp cloth. About 23½ inches high, 14 inches wide, 6¾ inches deep
- Layette: White with pink or light blue trim  
Please state color of trim. Shipping weight 20 pounds.  
29 L 0623—71-piece Layette . . . \$27.95



### Subscribe to Parents' Magazine

Subscription consists of 12 monthly issues. Read throughout America by mothers and those interested in child welfare. Its articles on child care are written by advisory experts from leading universities and hospitals.  
29 L 0709—12 monthly issues . . . \$2.42



## INFANTS' GOODS



### SEARS VALUE LEADER

Philippine hand embroidered dress \$1.98  
Hand made in fine cotton batiste

Trust Sears to offer you this exquisite gift dress value. Every stitch and tiny tuck is made by hand. Philippine hand embroidery at top and on skirt front. Full cut; cute puff sleeves. In a fine quality cotton batiste, soft and hand washable. Assorted collar and collarless styles. Sorry, no choice, but both styles have lots of lovely embroidery. Sizes 6 mos., 12 mos.; size scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6111—White. Shpg. wt. 4 oz. \$1.98



EMBROIDERED BABY DRESSES . . in soft hand washable cottons  
daintily made, exquisitely trimmed . . make ideal gifts

Thrifty Priced 79c

**A** Infants' collar style dress in good quality batiste, a soft, sheer cotton, easily hand washable. Sweetly styled with dainty tucks . . and pastel pink and blue embroidery on fancy collar and front at neckline. Cut full, neatly finished. An excellent value at Sears price. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6113—White. . . 79c

Cute Yoke Style \$1.09

**B** Daintily embroidered yoke in an adorably becoming dress. Made of better quality cotton batiste . . soft, sheer and durable. Cut full and roomy . . well made . . neatly finished. Has cute puff sleeves and deep generous hem for lengthening. Hand washable. Sizes 6 mos., 12 mos.; size scale on page 23. State size. Shpg. wt. 4 oz. 29 L 6115—White. . . \$1.09

Collar Style \$1.29

**C** Embroidered dress with sweet, becoming collar and lots of lovely embroidery to add to its beauty. Daintily made of fine quality cotton batiste, soft, hand washable. Full cut with deep hem. Puff sleeves. Ribbon trim. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6117—White. . . \$1.29  
29 L 6118—Pink. . . 1.29  
29 L 6119—Blue. . . 1.29

Hand Made \$2.98

**D** Philippine hand embroidered, hand made dress. Fine quality cotton batiste. Collar and yoke styles, no choice. Hand wash. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6123—White. . . \$2.98  
Hand Made Slip, Philippine hand embroidered. Button shoulder. Hand wash. Sizes above. State size. Shpg. wt. 4 oz. 29 L 6112—White. . . \$1.48

### COTTON SLIPS

Thrifty Good Quality 59c

**E** Embroidered slip in good cotton batiste. Ruffled bottom. Hand wash. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6124—White. . . 59c

Our Better Quality 89c

**F** Dainty lace and embroidery trimmed slip in better quality cotton batiste. Ruffle bottom. Hand wash. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 4 oz. 29 L 6126—White. . . 89c

### LAVISHLY TRIMMED Dress and Slip Sets

Dainty Embroidery \$1.98 Set

**G** Attractive dress and slip set, has its cute yoke style dress trimmed with lots of embroidery, exceptional at Sears modest price. Has puff sleeves and deep, generous hem. Matching slip has the same lovely embroidered design as the dress, plus lace edged ruffle bottom. In soft, sheer, hand washable cotton batiste. Sizes 6 mos., 12 mos.; size scale on page 23. Please state size. Shipping weight 5 ounces. 29 L 6127—White. . . Set \$1.98

Rayon Crepe Party Set \$2.98

**H** Baby's party or christening dress and slip set is exquisitely made and lavishly trimmed with dainty lace from neck to ruffled bottom. Lovely cotton lace inserts at yoke and panel front . . topped off with sweet ribbon trim. Matching slip is lace edged. In good quality rayon crepe, soft, smooth and hand washable. Sizes 6 mos., 12 mos.; size scale, page 23. State size. Shpg. wt. 5 oz. 29 L 6128—Pink. . . Set \$2.98  
29 L 6129—Light blue. Set 2.98

### HAND EMBROIDERED Christening Sets

Lavish Embroidery \$3.98 Set

**J** Philippine hand made, hand embroidered set is our finest short dress set. Beautifully fashioned with full panel of delicate hand embroidery and fine hand made tucks. Puff sleeves; ribbon bow. In assorted collar and yoke styles, sorry, no choice. Matching hand embroidered, hand made slip. In fine quality cotton batiste, hand washable. Sizes 6 mos., 12 mos.; scale, page 23. State size. Shpg. wt. 5 oz. 29 L 6130—White. . . Set \$3.98

Longer 21-in. Set \$3.98

**K** Back Again in fashion news is the long dress for baby's christening. All Philippine hand embroidered, every stitch hand made. 21-inch dress is trimmed with exquisite embroidery and fine tucks. Hand embroidered, hand made matching slip also in long length. In fine quality cotton batiste, sheer, lovely hand washable. Sizes 6 mos., 12 mos.; see size scale on page 23. Please state size. Shpg. wt. 5 oz. 29 L 6131—White. . . Set \$3.98

Sears Easy Terms are available. See inside back cover for complete information.



28 . . SEARS, ROEBUCK AND CO. ALL

ALL VIRGIN W  
Closely knit f

Handy 3-Piece Set \$1.98

Thin all wool sweater set is priced for economy and typical Sears value. Consists of embroidered sweater, cozy cardigan and pair of snug booties. Sweater buttons high for added warmth. Has attractive knit design and snowy white edge trim. Dainty ribbon ties on cardigan-style cap. Easily hand washable. One size, fits up to 4 years. Shipping weight 5 oz.

29 L 770—Light blue. . . \$1.98

29 L 770—Pink. . . 1.98

SEARS ALL

Long Cat Wrapper \$1.79

All wool knit wrapper, a wonderful garment for baby's health and comfort. Sweetly styled, it is cut long to give extra top to toe warmth. Knit of soft quality yarns in a new stitch for maximum wear. Two dainty buttons at yoke front. Ties at neck with rayon ribbon. Easily hand washable. One size, fits up to 4 years. Shipping weight 5 oz.

29 L 775—Light blue. . . \$1.79

29 L 775—Pink. . . 1.79





**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
INFANTS' WEAR  
AND ACCESSORIES

### ALL VIRGIN WOOL Sweater Sets

Closely knit for comfort, wear

### 100% VIRGIN WOOL SHAWLS in 3 qualities . . knit of quality yarns . . attractive designs . . deep fringes

#### Lovely 3-Piece Set \$1.98

**A** This all wool sweater set is priced for economy and a typical Sears value. Consists of embroidered sweater, cozy cap and pair of snug booties. Sweater buttons high for added comfort . . has attractive knit-in design and snowy white edging trim. Dainty ribbon ties on cute hood-style cap. Easily hand washable. *One size*, fits up to 9 months. Shipping weight set 8 ounces.

29 L 7785—Light blue . . . \$1.98  
29 L 7786—Pink . . . 1.98

#### Finest 3-Piece Set \$2.98

**B** Hand embroidered and exquisitely lovely . . this 3-piece set is knit of finer, fluffier all virgin wool yarns. Sweater has sweet hand embroidery and attractive knit-in design . . fresh water pearl buttons. A dainty touch of white trim on every piece. Rayon satin ribbon on snug-fitting cap and booties. Hand wash. *One size*, fits up to 9 months. Shipping weight set 8 ounces.

29 L 7750—Light blue . . . \$2.98  
29 L 7751—Pink . . . 2.98

#### Our Good Quality \$1.98

**C** All wool baby shawl knit of good quality yarns . . in a popular medium weight, practical for baby's comfort every season of the year. It is soft, firmly knit, and durable for a shawl at this economy price. Comes in pretty novelty designs with all around fringe edge. Hand washable. *Size*, including fringe, abt. 38x48 in. Shipping weight 8 ounces.

29 L 7546—Light blue . . . \$1.98  
29 L 7547—Pink . . . 1.98  
29 L 7548—White . . . 1.98

#### Our Better Quality \$2.98

**D** A lovelier shawl for baby. Knit of finer quality all wool zephyr yarns . . puff soft, fluffy and easily hand washable. Knit in attractive novelty designs with expensive-looking hand knotted fringe to top it off. In comfortable medium heavy weight yarns . . a practical, large size for baby's comfort. *Size*, including fringe, abt. 46x50 in. Shipping wt. 11 oz.

29 L 7540—Light blue . . . \$2.98  
29 L 7541—Pink . . . 2.98  
29 L 7542—White . . . 2.98

#### Our Best Quality \$3.79

**E** Our finest shawl is first choice for beauty and value. Knit of exquisite all zephyr wool yarns, soft, resilient, lovely. It is *extra large size*, about 50x52 inches, including fringe, for ample covering. Heavier weight, rich woven in patterns and deeper hand knotted fringe. Ideal gift for hard-to-please mothers. Hand washable. Shipping weight 14 ounces.

29 L 7543—Light blue . . . \$3.79  
29 L 7544—Pink . . . 3.79  
29 L 7545—White . . . 3.79

### SEARS ALL WOOL KNITWEAR is firmly, skillfully knit to fit . . in top quality yarns for wear

#### Long Cut Wrapper \$1.79

**F** All wool knit wrapper, a wonderful garment for baby's health and comfort. Sweetly styled, it is cut long to give him top to toe warmth. Knit of soft quality yarns in an even stitch for maximum wear . . with attractive knit-in novelty designs for greater beauty. Two dainty buttons at yoke front. Ties at neck with rayon satin ribbon. Easily hand washable. *One size*, fits up to 9 months. Shpg. wt. 5 oz.

29 L 7775—Light blue . . . \$1.79  
29 L 7776—Pink . . . 1.79

#### Warm Booties 39¢ pr.

**G** All wool booties, closely knit. White trim. Hand wash. *One size*, fits up to 4 mos. Shpg. wt. pr. 3 oz.

29 L 7531—Lt. blue. Pr. 39¢  
29 L 7532—Pink . . . Pr. 39¢

#### Cozy Moccasins 39¢ pr.

**H** All wool moccasins, sturdy. White trim. Hand wash. *One size*, fits up to 4 mos. Shpg. wt. pr. 3 oz.

29 L 7533—Lt. blue. Pr. 39¢  
29 L 7534—Pink . . . Pr. 39¢

#### Infants' Beret 59¢

**J** For boy or girl. All wool, snug-fitting, hand washable. *One size*, fits to 9 mos. Shpg. wt. 3 oz.

29 L 7585—Lt. blue . . . 59¢  
29 L 7586—Pink . . . 59¢

#### Finer Embroidered Sweater \$1.98

**M** Hand embroidered rosebuds, on our lovelier all wool sweater. Novelty design; contrasting trim. Hand wash. *One size*, fits up to 9 mos. Shpg. wt. 5 oz.

29 L 7704—Light blue . . . \$1.98  
29 L 7705—Pink . . . 1.98

#### Heavy Wool Panty 89¢

**K** Knit of heavy all wool yarns, this soaker panty is soft, absorbent, stretchy and warm. Made to fit well and slip on easily over diapers. Hand washable. *One size*, fits up to 18 mos. Shipping weight 4 ounces.

29 L 7528—White . . . 89¢  
29 L 7529—Pink . . . 89¢  
29 L 7530—Light blue . . . 89¢

#### Embroidered Wool Sacque \$1.69

**L** Adorable all wool sacque . . has attractive knit-in yoke design, dainty hand embroidery, ribbon trim. Ideal gift, soft-fluffy, hand washable. *Infants' size only*, fits up to 9 mos. Shipping weight 4 oz.

29 L 7730—Light blue . . . \$1.69  
29 L 7731—Pink . . . 1.69

#### Thrifty Coat Sweater \$1.49

**N** Practical collar style has attractive knit-in design on front . . dainty white edge trim on collar. Firmly knit of all wool yarns, hand washable. *One size*, fits up to 9 mos. Shpg. wt. 4 oz.

29 L 7728—Light blue . . . \$1.49  
29 L 7729—Pink . . . 1.49





## INFANTS' GOODS

PREVIEW  
SELECTIONS

HONEYSUCKLE  
THE RIGHT WAY  
TO SAY  
INFANTS' WEAR  
AND ACCESSORIES



### SLEEVELESS VESTS in 3 quality cottons

**A** GOOD QUALITY SLEEVELESS VEST, rib knit washable cotton; medium weight. Hemmed. Lengths 10, 12, 14, 16 in. State length. Shpg. wt. ea. 2 oz. 29 L 5708—White. . . . . 19c  
Our Better Quality in Swiss rib knit. 29 L 5700—White. . . . . 29c

**B** OUR BEST SLEEVELESS VEST has new patented neck features . . . pin tabs at bottom. Our softest combed cotton. Washable. Lengths 10, 12, 14, 16 in. State length. Shpg. wt. 2 oz. 29 L 5707—White. . . . . 39c

### OUR GOOD QUALITY

- Soft knit cotton vest
  - Comfy medium weight
  - Full cut generous sizes
- 34c EACH

Our economy priced vest, knit of sturdy cotton, strongly sewn. White. Washable. Lengths 10, 11, 12, 14, 16 in. State length. Shpg. wt. 2 oz.

**C** Pin-back style  
29 L 5735—Long sleeves. . . . . 34c  
29 L 5724—Short sleeves. . . . . 34c

**D** Tie-side style  
29 L 5722—Long sleeves. . . . . 34c  
29 L 5723—Short sleeves. . . . . 34c

### OUR BETTER QUALITY

- Softer combed cotton vest
  - Firmer, more durable knit
  - Full cut, smooth even seams
- 46c EACH

White. Washable. State length. Wt. ea. 3 oz.

**E** Slip-on Style, Lgh. 10, 11, 12, 14, 16 in.  
29 L 5747—Long sleeves. . . . . 46c  
29 L 5748—Short sleeves. . . . . 46c

**F** Pin-back style, Lgh. 10, 11, 12, 14 in.  
29 L 5743—Long sleeves. . . . . 46c  
29 L 5744—Short sleeves. . . . . 46c

**G** Tie-side style, Lgh. 10, 11, 12, 14 in.  
29 L 5745—Long sleeves. . . . . 46c  
29 L 5746—Short sleeves. . . . . 46c

### TWO SPECIALLY DESIGNED cotton vests

**H** THIS FINE VEST combines all features of tie-side and pin-back styles. Tie-side crosses over and gives double protection . . . band in back gives support, prevents shirt from riding up. Knit of fine quality combed cotton, soft, stretchy and washable. Our fine Honeysuckle quality, a Sears typical, money-saving value. Lengths 10, 11, 12, 14, 16 inches. Please state length. Shipping weight 3 ounces. 29 L 5733—White. Long sleeves. . . . . 59c  
29 L 5734—White. Short sleeves. . . . . 59c

**J** OUR FINEST TIE-SIDE VEST has fit, value and wear knit in every stitch . . . to make it our top Honeysuckle quality. Has the added wearing features of reinforced pin tabs at sides for easy, long-service diaper pinning. Snug rib knit cuffs for comfort. Hemmed neatly all around bottom. Knit of fine quality cotton yarns, combed for added softness. Washable. Lengths 11, 12, 14 inches. Please state length. Shpg. wt. 3 oz. 29 L 5749—White. . . . . 77c

### KNIT MATERNITY BINDERS

SEARS FAMOUS abdominal and breast binders are knit of soft, all combed cotton yarns. Strong double fabric, with reinforced stitching gives long wear. Adjustable, can be fitted as you like. Recommended for superior comfort and gentle support after childbirth.

**K** Breast Binder. Washable. Size 9x44 inches. Shpg. wt. 6 oz. 29 L 5793—White. . . . . 59c

**L** Abdominal Binder. Washable. Size 14x38 inches. Shpg. wt. 8 oz. 29 L 5794—White. . . . . 77c

### Size Scale for Vests

Order length: . . . . . 10	11	12	14	16
If weight is: (up to) 13	14-18	19-22	23-25	26-30 lbs.



### Sears Famous HONEYSUCKLE QUALITY Two-piece Set Knit of fine combed cotton

98c set

- Firm, fine gauge knit for wear
- Special patented neck opens to slip on . . . folds over for snug fit
- Reinforced buttons; roomy cut

Shirt and Panty Set, firmly knit of fine quality combed cotton . . . soft, long-wearing. Specially constructed patented neck fits snug . . . slips on easily. Reinforced buttons. Button-on pants have double fabric crotch; band front; elastic back. Washable. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 6 oz.

29 L 5750—White. . . . . 2-pc. 98c  
Extra Panty only, Shpg. wt. 3 oz.  
29 L 5751—White. . . . . Each 49c

### Easy Terms Available

All Infants' Goods are available on Sears Convenient Easy Terms. See the inside back cover for complete details.

30 . . SEARS-ROEBUCK PBCKMN

### OUR BEST QUALITY

Firmer, heavier weight

Top in value. Expert workmanship. Lengths 10, 11, 12, 14, 16 in. State length. Please state length.

**Tie-Side Style**, soft combed cotton. White. 29 L 5752—Long sleeves. . . . . 55c  
29 L 5753—Short sleeves. . . . . 55c

**Slip-on Style**, soft combed cotton. White. 29 L 5754—Long sleeves. . . . . 55c  
29 L 5755—Short sleeves. . . . . 55c

**Pin-back style**, soft combed cotton. White. 29 L 5756—Long sleeves. . . . . 55c  
29 L 5757—Short sleeves. . . . . 55c

### BABY BINDERS in

**COTTON FLANNELLETTE BINDERS**. Will not chafe . . . soft, stretchy. Washable. Size abt. 5x10 in. 29 L 5795—White. . . . . 59c

**DOUBLE THICKNESS COTTON BINDERS**. Both sides mapped for extra support. Tape ties. Washable. Size 10x12 in. Shpg. wt. 4 oz. 29 L 5796—White. . . . . 77c

**KNIT DOUBLE FABRIC COTTON BINDERS**. Extra firm, gives fine support. Tape ties. Washable. Size 10x12 in. White. Shpg. wt. 5 oz. 29 L 5797—White. . . . . 77c

L 3 fo

M 3 fo

N 3 fo





## OUR BEST QUALITY VESTS

Firmer, heavier weight, longer-wearing

Tops in value. Expert workmanship . . . roomy full cut. Washable. Lengths 10, 11, 12, 14, 16 inches; size scale on opposite page. Please state length. Shpg. wt. ea. 3 oz.

- A** Tie-Side Style, soft combed cotton. White. 29 L 5729—Long sleeves. 55c  
29 L 5730—Short sleeves. 55c
- B** Slip-on Style, soft combed cotton. White. 29 L 5731—Long sleeves. 55c  
29 L 5732—Short sleeves. 55c
- C** Pin-back style, soft combed cotton. White. 29 L 5737—Long sleeves 55c  
29 L 5738—Short sleeves 55c
- A** Tie-Side Style, warmer, cozier weight, 10% wool, 90% combed cotton. Cream. 29 L 5739—Long sleeves. 69c
- B** Slip-on Style, warmer, cozier weight, 10% wool, 90% combed cotton. Cream. 29 L 5741—Long sleeves. 69c

## LONG HOSE

in two qualities

- D** FULL LENGTH STOCKINGS, knit of combed cotton. Seamless. Washable. Sizes 4, 4½, 5, 5½; scale, page 18. State size. Shpg. wt. pair 2 oz.  
29 L 5921—White. Pair 25c
- E** BETTER QUALITY, softer, sturdier, mercerized cotton. Smooth, seamless. Washable. Sizes 4, 4½, 5, 5½; scale, page 18. State size. Shpg. wt. pr. 2 oz.  
29 L 5922—White. Pair 33c

## KNIT COTTON GOWNS, WRAPPERS

Very well made . . . need no ironing

- F** GRAND WRAPPER to snuggle baby in. Good quality knit cotton. Full cut. 2 tape ties. Washable. Infants' size only, fits up to 6 mos.  
29 L 5772—White. Shpg. wt. 4 oz. . . . . 79c
- G** KNIT COTTON GOWN. Fastens with three tape ties. Drawstring at sleeves and bottom for chill-chasing cozy warmth. Washable. Infants' size only, fits up to 6 mos.  
29 L 5761—White. Shpg. wt. 4 oz. . . . . 79c
- H** COTTON SLIP-ON GOWN. Has patented neck opening. Drawstring at sleeves, bottom. Washable. Infants' size only, fits up to 6 mos.  
29 L 5771—White. Shpg. wt. 4 oz. . . . . 98c

## COMBED COTTON

Dressier Styles

- J** PASTEL COLORED knit wrapper. Ribbon bows. Washable. One size, fits up to 6 mos. Shpg. wt. 4 oz.  
29 L 5763—Light blue. . . . . 98c  
29 L 5764—Pink. . . . . 98c
- K** HAND EMBROIDERED knit gown. Drawstring at sleeves and bottom. Washable. White. Infants' size only, fits up to 6 mos. Shpg. wt. 4 ounces.  
29 L 5765—Blue trim. \$1.29  
29 L 5766—Pink trim. 1.29

## BABY BINDERS in three qualities

- L** COTTON FLANNELETTE BINDERS, thickly napped for softness. Will not chafe . . . give adequate support. Pin-on style. Washable. Size abt. 5x24 in. Shpg. wt. 3 oz. for 3.  
29 L 5790—White. . . . . 3 for 16c
- M** DOUBLE THICKNESS COTTON FLANNELETTE BINDER has both sides napped for extra softness . . . heavier, longer wearing. Tape ties. Washable. Size abt. 5x23 in.  
29 L 5792—White. Shpg. wt. 4 oz. for 3. . . . . 3 for 65c
- N** KNIT DOUBLE FABRIC COTTON abdominal binder is extra firm, gives fine support. Soft, resilient and wears well. Tape ties. Washable. Size 5x23 in.  
29 L 5791—White. Shpg. wt. 5 oz. for 3. . . . . 3 for 75c

## SEARS TRAINING PANTIES firmly knit of sturdy yarns with stretch and wear

- P** THRIFT-PRICED cotton panty. Double fabric crotch. Elastic at waist. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 2 oz.  
29 L 5769—White. . . . . 25c
- S** RIBBED KNIT COTTON. Yoke style front, elastic at back. Double fabric crotch. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 2 oz.  
29 L 5779—White. . . . . 34c
- V** GIRLS' KNIT RAYON panty. Soft, lustrous. Elastic waist. Double crotch. Washable. Sizes 1, 2, 3, 4. State size. Shipping weight 2 oz.  
29 L 5785—Flesh pink. 34c
- X** DEEP DOUBLE PANEL cotton panty. Serviceable. Elastic at waist. Washable. Sizes 6 mos., 1, 2, 3, 4. State size. Shpg. wt. 3 oz.  
29 L 5780—White. . . . . 39c
- R** DOUBLE FABRIC panty in soft knit cotton. Well made, yoke front, elastic back. Washable. Sizes 6 mos., 1, 2, 3. State size. Shpg. wt. 3 oz.  
29 L 5783—White. . . . . 39c
- T** BOYS'-STYLE training panty has fly front, wide elastic top. Good quality knit cotton. Washable. Sizes 2, 3, 4. State size. Shpg. wt. 3 oz.  
29 L 5774—White. . . . . 44c
- W** FINE DURENE mercerized cotton panty. Durable, washable. Elastic waist. Double crotch. Sizes 6 mos., 1, 2, 3, 4. State size. Shpg. wt. 3 oz.  
29 L 5782—White. . . . . 49c
- Y** DOUBLE-FABRIC panel panty, Swiss rib knit combed cotton. Elastic at waist. Washable. Sizes 1, 2, 3, 4. State size. Shipping weight 3 oz.  
29 L 5752—White. . . . . 49c

### Size Scale for Training Panties

Order size . . . . .	6 mos.	12 mos.	2	3	4
If weight is up to 18 lbs. . .	18	19-22	23-28½	29-32½	33-37 lbs.





HONEYSUCKLE

## INFANTS' GOODS



**A** 33c  
Flannelette

**B** 59c  
Sanforized  
Flannelette



**C** 46c  
Gown  
Wrapper 46c



**D** 59c  
Gown  
Wrapper 59c  
Slip 39c



**E** 89c  
Gown  
Wrapper 89c  
Slip 59c

### Baby Sacques in Flannelette

- Printed flannelette
- Durable quality
- Finer . . . Sanforized
- Applique, ribbon trim

**A** Flannelette sacque in good quality cotton that wears well. It's soft, colorful and cozy. Comes in attractive floral prints, suitable for baby. Well made, neatly finished. Has a dainty ribbon tie at neck. Sweet-looking and practical for everyday wear. Easily washable. *Infants' size only, fits up to 6 mos.* Shipping weight 3 ounces. 29 L 5634—Asstd. prints Each . . . . . 33c

**B** Sanforized flannelette sacque (max. fabric shrinkage 1%), a soft, serviceable quality . . . in an adorable dressy style. Has a dainty "ducky" applique and lustrous rayon satin ribbon trim. Well made and neatly finished. Washable. *One size only, fits up to 6 mos.* Shipping weight 3 ounces. 29 L 5645—Blue . . . 59c  
29 L 5647—Pink . . . 59c  
29 L 5694—White . . . 59c

- OUR GOOD QUALITY
- Soft, warm, medium weight fabric
- Full cut sizes . . . neatly finished

**C** Sears thrifty, good quality flannelettes are very serviceable . . . stand plenty of washings, daily wear. Both gown and wrapper are well made, neatly finished, full cut and correctly sized. Both have dainty shell stitching, rayon satin ribbon ties at neck. Washable. *One size, fits up to 6 mos.* Shpg. wt. ea. 3 oz.

**Gown**  
29 L 5660M—White and blue . . . 46c  
29 L 5661M—White and pink . . . 46c  
**Wrapper**  
29 L 5662M—White and blue . . . 46c  
29 L 5663M—White and pink . . . 46c

### Sears Fleecy Flannelettes in value-plus qualities

- OUR BETTER QUALITY
- Heavier Sanforized flannelette
- Daintily trimmed . . . roomy cut
- OUR BEST QUALITY
- Heavy, richly napped, Sanforized
- Expertly cut, dainty embroidery

**D** Sears Sanforized flannelettes (max. fabric shrinkage 1%) are more durable, longer-wearing . . . well made. Embroidery, ribbon trim. Washable. *Infants' size only, fits up to 6 mos.* Shpg. wt. ea. 3 oz.

**Gown**  
29 L 5615M—White; blue trim . . . 59c  
29 L 5616M—White; pink trim . . . 59c  
**Wrapper**  
29 L 5680M—White; blue trim . . . 59c  
29 L 5681M—White; pink trim . . . 59c  
**Slip**  
29 L 5682M—White; blue trim . . . 39c  
29 L 5683M—White; pink trim . . . 39c

**Gown**  
29 L 5643M—White; blue trim . . . 89c  
29 L 5644M—White; pink trim . . . 89c  
**Wrapper**  
29 L 5695M—White; blue trim . . . 89c  
29 L 5696M—White; pink trim . . . 89c  
**Slip**  
29 L 5697M—White; blue trim . . . 59c  
29 L 5698M—White; pink trim . . . 59c

### There's long life, snug comfort and easy fit in SEARS BABY CLOTHES

**F** SANFORIZED FLANNEL-ETTE hospital gown (max. fabric shrink. 1%) warm, heavy weight and richly napped for comfort. Opens down back, easy to change . . . gives complete protection. 3 tape ties. Drawstring sleeves for added comfort. Washable. *Infants' size, fits up to 9 mos.* Shipping weight 4 oz. 29 L 5619—White . . . 79c

**G** INFANTS' ROBE of cotton blanket cloth, grand to slip on baby after bath. Beautifully made to the last stitch. Has rayon satin ribbon trim on the collar and pocket. Serviceable style for everyday use. Rayon cord tie. Washable. *One size, fits up to 9 mos.* Shipping weight 6 oz. 29 L 5674—Lt. blue \$1.49  
29 L 5675—Pink . . . 1.49

**H** IDEAL CHILL-CHASER for baby, made of soft, fluffy cotton blanket cloth, cozy warm and easily washable. Robe has shawl collar . . . felt applique trim on pocket. Rayon cord tie. Matching snug-fitting booties. Makes a grand gift. *One size, fits up to 9 mos.* Shipping weight 15 oz. 29 L 5997—Lt. blue \$1.98  
29 L 5998—Pink . . . 1.98

**J** OUR FINEST ROBE for infants is pinwale corduroy, soft and velvety. Expertly tailored, beautifully styled to the last detail. Rayon satin binding on shawl collar, front, sleeves. Rayon cord tie. Hand wash separately. *One size, fits up to 9 mos.* Shipping weight 12 oz. 29 L 5654—Lt. blue \$2.49  
29 L 5673—Pink . . . 2.49

**K** RAYON KIMONA, MATCHING SACQUE. An adorable gift . . . is smooth, washable. Smartly styled with contrasting ribbon trim. White. *Infants' size only, fits up to 6 mos.* Shpg. wt. ea. 4 oz.  
Rayon Kimona  
29L5678M—Blue trim \$1.49  
29L5679M—Pink trim 1.49  
Rayon Sacque  
29L5676M—Blue trim 98c  
29L5677M—Pink trim 98c

**L** COTTON CREPE GOWN, MATCHING WRAPPER . . . washable, needs no ironing. Contrasting stitching, dainty ribbon trim. White. *Infants' size only, fits up to 6 mos.* Shpg. wt. ea. 3 oz.  
Cotton Crepe Gown  
29L5690M—Blue trim 59c  
29L5691M—Pink trim 59c  
Cotton Crepe Wrapper  
29L5692M—Blue trim 59c  
29L5693M—Pink trim 59c



**F** 79c  
Gown



**G** \$1.49  
Robe



**H** \$1.98  
Set



**J** \$2.49  
Robe



**K** Kimona \$1.49  
Sacque 98c



**L** Gown 59c  
Wrapper 59c

32 SEARS, ROEBUCK AND CO. PCBKMN

### Reasons why

• Accurately sized for . . .  
• TRUST PRICED BLUCHER . . .  
• low price for these comfy . . .  
• with napped leather with cushion . . .  
• Sizes 0, 1, 2, 3, 4. Please . . .  
• Shipping weight pair 6 oz.  
29 L 5807—White . . . . .

• A FINE VALUE. Dainty p . . .  
• bluchers, shaped for room . . .  
• and fit. Full cut instep, . . .  
• with sturdy leather. Sizes 0, . . .  
• Shipping wt. pr. 6 oz.  
29 L 5815—White . . . . .

### When

- Built for adequat

• PERFORATED VAMP BLU . . .  
• creper with pliable leath . . .  
• that withstand lots of scuffing . . .  
• with napped leather soles . . .  
• 2, 3, 4. Size size. Shpg. wt. 1 . . .  
29 L 5821—White . . . . .

• BLUCHER STYLE CREEPER . . .  
• napped leather. Has turn . . .  
• on sole that adds to . . .  
• very well made. Sizes 1, 2, . . .  
• Shipping weight pr. 6 oz.  
29 L 5824—White . . . . .

Determine f  
back of he



**J** \$1.19



**K** \$1.29





**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
INFANTS' WEAR  
AND ACCESSORIES

## Reasons why mothers go to Sears for baby's soft sole "FIRST SHOES"

- Accurately sized for correct fit
- Designed with roomy toes and cushioned heels
- Soft, sturdy quality leathers

**A** THRIFT PRICED BLUCHER STYLE. A low price for these comfy shoes. In soft, supple leather with cushioned soles. *Sizes 0, 1, 2, 3, 4. Please state size.* Shipping weight pair 6 oz.  
29 L 5837—White..... Pair 98c

**B** A FINE VALUE. Dainty perforated bluchers, shaped for roominess and good fit. Full cut instep, cushioned soles. Sturdy leather. *Sizes 0, 1, 2, 3, 4. State size.* Shpg. wt. pr. 6 oz.  
29 L 5815—White..... Pair \$1.19

**C** EASY-ON-AND-OFF SHOE... opens all the way down to toes. Superbly comfortable. Better quality leather, perforated, scallop trim. *Sizes 0, 1, 2, 3, 4. State size.* Shpg. wt. pr. 6 oz.  
29 L 5816—White..... Pair \$1.19

**D** ROMAN SANDAL STYLE, in soft leather, cut high in back, fastened with button straps. Cool style for spring and summer. Bow trim. *Sizes 0, 1, 2, 3, 4. State size.* Shpg. wt. pr. 6 oz.  
29 L 5817—White..... Pair \$1.29

**E** ELK-TANNED LEATHER BLUCHER STYLE with roomy toe width... full instep construction for comfort. Soft, supple leather. *Sizes 0, 1, 2, 3. Please state size.* Shipping weight pair 6 oz.  
29 L 5811—White..... Pair \$1.29

**F** LEATHER MOCCASIN-TYPE SHOE has one piece vamp, tongue. Dainty perforations. Extra toe room. Reinforced heel; supple soles. *Sizes 0, 1, 2, 3, 4. State size.* Shpg. wt. pr. 6 oz.  
29 L 5833—White..... Pair \$1.29

**G** DRESSY BOOTIES, bunny fur-trimmed for carriage or christenings; ideal gift. Soft leather with quilted rayon satin uppers. *Sizes 0, 1, 2, 3, 4. State size.* Shpg. wt. pair 7 oz.  
29 L 5819—White..... Pair \$1.39

**H** OUR FINEST SOFT SOLE SHOE features reinforced heel counter and top, for support. Cushioned sole. Elk-tanned leather, washable. *Sizes 0, 1, 2, 3, 4. Please state size.* Shpg. wt. pr. 6 oz.  
29 L 5835—White..... Pair \$1.59

## When baby starts to crawl and stand, mothers choose Sears CREEPERS

- Built for adequate arch support and toe comfort
- Flexible, action-easy leather soles
- Sturdy, scuff-resisting quality leathers

**J** PERFORATED VAMP BLUCHER. A creeper with pliable leather uppers that withstand lots of scuffing and wear. Sturdy, supple leather soles. *Sizes 1, 2, 3, 4. State size.* Shpg. wt. pr. 7 oz.  
29 L 5821—White..... Pair \$1.19

**K** BLUCHER STYLE CREEPER in sturdy supple leather. Has turned-under non-skid sole that adds to its wear. Very well made. *Sizes 1, 2, 3, 4. State size.* Shipping weight pr. 6 oz.  
29 L 5836—White..... Pair \$1.29

**L** POPULAR T-STRAP SANDALS in a soft, sturdy leather. Dainty perforations; pliable, long-wearing leather soles. *Sizes 1, 2, 3, 4. Please state size.* Shipping weight pair 6 oz.  
29 L 5823—White..... Pair \$1.49

**M** ROOMY MOCCASIN TOE CREEPER in soft, washable leather. Turned-under leather soles won't pull loose... will not skid. Stands lots of wear. *Sizes 1, 2, 3, 4. State size.* Shpg. wt. pr. 7 oz.  
29 L 5834—White..... Pair \$1.49

**N** "CHUBBY" STYLE... rounder, fuller last... gives chubby ankle comfort. Turned-under sole for non-slip safety. In fine elk-tanned leather. *Sizes 1, 2, 3, 4. State size.* Shpg. wt. pr. 7 oz.  
29 L 5831—White..... Pair \$1.59

**P** WASHABLE ELK-TANNED LEATHER in a very well made comfortable blucher style. Non-slip leather creeper sole. Soft, sturdy, long-wearing. *Sizes 1, 2, 3, 4. State size.* Shpg. wt. pr. 7 oz.  
29 L 5824—White..... Pair \$1.98

**R** INFANTS' "PRE-WALKER" SHOES give extra firmness and support, plus non-skid soles for safety. In sturdy elk-tanned leather, washable. *Sizes 1, 2, 3, 4, 5. State size.* Shpg. wt. pr. 6 oz.  
29 L 5842—White..... Pair \$1.98

**S** OUR FINEST SHOE for babies old enough to creep and take first steps. Fine washable elk-tanned leather with firm support... non-slip soles. *Sizes 1, 2, 3, 4, 5. State size.* Shpg. wt. pr. 8 oz.  
29 L 5841—White..... Pair \$2.59

Determine footwear size this way: Using ruler, measure bare foot from back of heel to tip of toe. If between sizes, order next larger size.

Order sizes: 0 | 1 | 2 | 3 | 4 | 5  
If foot length is: 3½ or less | 3⅞ | 4⅛ | 4½ | 4⅞ | 5⅞ in.





## INFANTS' GOODS



A \$1.18



B \$1.98



C \$1.73



D \$4.39



E \$3.89



F 59c

G 98c

H 39c



J 98c

## SMART UTILITY BAGS with waterproof linings and firm bottle loops

**A** NEW DRAWSTRING UTILITY BAG, so easy to handle with baby, easy to carry. Made of plastic fabric. Waterproof, hand washable. Has two bottle loops. Rayon cord drawstring. Size opens to 10½x12 in. Shpg. wt. 6 oz. 29 L 5147E—Blue.....\$1.18  
29 L 5148E—Pink.....1.18

**B** PLAID 'N' PLAIN rayon over-the-shoulder baby utility bag... bright, good-looking and smartly styled. Has a contrasting colored plaid flap. Waterproof plastic lining; double texture strap. Two button-type snap fasteners. Size 9½x12 in. Shpg. wt. 8 oz. 29 L 5144E—Navy blue.....\$1.98

**C** STURDY COTTON TWILL BAG has simulated leather bands for additional support. Genuine leather pull tab on zipper closing. Waterproof lining. Grand all-purpose utility bag. Size 14x8½x6 in. Shpg. wt. 1 lb. 2 oz. 29 L 5140E—Navy blue.....\$1.73  
29 L 5141E—Dark brown.....1.73

**D** ALLIGATOR GRAINED PLASTIC in bright red on one side... navy blue cotton poplin on the other in a handsome 2-tone over-the-shoulder style. 2 bottle loops, pocket; separate waterproof envelope for soiled diapers. Size 10x15 in. Shipping weight 1 lb. 5 oz. 29 L 5146E—Navy blue, bright red.\$4.39

**E** SHOULDER-STRAP BAG has bright tartan plaid on one side, solid color on other. Cotton poplin with waterproof lining. Two bottle loops, a pocket and separate waterproof envelope inside. Size 10x15 in. Shpg. wt. 1 lb. 29 L 5145E—Multicolor plaid with navy blue.....\$3.89

**F** PLASTIC BATH AND KITCHEN APRON in generous full size to protect dress. Convenient for mothers to wear when bathing baby and for all household chores. Of strong, durable plastic. Has form-fitting waistline. Hand wash. Size 35x28 in. Shpg. wt. 6 oz. 29 L 5128—White.....59c

## Baby Care Needs

**G** BOTTLE COVER in vinyl plastic, with fibre-glass lining, helps keep baby's bottle warm. Rayon cord drawstring. Hand wash. One size. Shpg. wt. 4oz. 29 L 5209—Blue 98c 29 L 5210—Pink 98c

**H** RUBBER DEFLECTOR for boys, can be easily attached to "Baby Doo Jr." toilet seat. Shaped for comfort, suitable for use on any toilet seat. Comes complete with screws. Sanitary, washable. One size. Shpg. wt. 4 oz. 29 L 5111—White.....39c

**J** "BABY DOO JR." TOILET SEAT is made of sturdy plastic... light weight, acid resistant, easy to keep clean and sanitary with a sudsy cloth. Convenient to carry when visiting. Fits over top of regular size toilet seat without slipping. Shipping weight 10 oz. 29 L 5574—White.....98c

Prices of Bags described above include 20% Federal Excise Tax

## WATERPROOF PANTIES... comfortable, full cut, sturdy and hand washable

**K** WATERPROOF diaper cover fits over diapers. Sturdy cotton waterproofed with synthetic rubber. Hand wash. One size, fits up to 6 mos. Shipping weight 3 oz. 29 L 5154—White.....23c

**M** WATERPROOF PANTY made of pure gum rubber... sturdy, long-wearing. Hand wash. Sizes 6 mos., 12 mos., 18 mos. Please state size. Shipping weight 3 oz. 29 L 5166—White.....29c

**P** STURDY COTTON panty waterproofed with synthetic rubber coating. Hand wash. Sizes 6 mos., 12 mos., 18 mos. Please state size. Shipping weight 3 ounces. 29 L 5153—White.....35c

**S** BLOOMER STYLE panty in waterproof plastic. Elastic at waist and legs. Hand wash. Sizes 6 mos., 12 mos., 18 mos. Please state size. Shipping wt. 3 oz. 29 L 5161—Clear white.35c

**V** "MILKY WAY" genuine liquid latex panty... waterproofed. Seamless and ventilated. Hand wash. Sizes 6 mos., 12 mos., 18 mos. Please state size. Postpaid. (Shpg. wt. 4 oz.) 29 L 5157—Flesh pink 39c

**L** SNAP-FASTENER PANTY in sturdy, waterproof plastic. Snap on and off in a flash. Elastic at waist and leg openings. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. Please state size. Shipping weight 3 oz. 29 L 5172—Clear white....49c

**N** PLAYTEX waterproof panty of genuine liquid latex rubber. Seamless. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. Please state size. Shipping weight 4 ounces. 29 L 5156—Flesh pink.....66c  
29 L 5152—White.....66c

**R** KLEINERT'S "SOFTEX" panty of plastic coated rayon. Supple and sturdy. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. Please state size. Shipping weight each 3 ounces. 29 L 5167—White.....Each 69c  
2 for.....\$1.35

**T** NYLON SNAP-BUTTON panty... the coated nylon is long-wearing, waterproof, hand washable. Elastic waist, leg openings. Sizes 3 mos., 6 mos., 12 mos., 18 mos. State size. Shipping weight 4 ounces. 29 L 5171—White.....89c

Size Scale for Waterproof Panties Order size..... 3 mos. 6 mos. 12 mos. 18 mos.  
If weight is..... up to 13 14-18 19-22 23-25 lbs.

## Waterproof Lap Pads

**W** Waterproof flannel-ette lap pads save extra laundering... handy for many household uses. Consists of two layers of absorbent cotton flannel, soft, fluffy on both sides and serviceably durable... processed together with synthetic rubber. Easily washable. Sizes 12 x 14 in. Shpg. wt. 1 lb. 29 L 5127—White 2 for.....55c



K 23c



M 29c



P 35c



S 35c



V 39c



L 49c



N 66c

R 69c each  
2 for \$1.35

T 89c

W 55c  
Lap Pads

## WATERPROOF

QUILTED CRIB PADS, durable... the lightweight, foamy... that gives baby... sleeping on a cloud. Hand washable, it is hand washable, in the fresh color.

18x24 in. Shpg. wt. 9 oz.  
18x24 in. Shpg. wt. 11 oz.  
18x24 in. Shpg. wt. 1 lb.

QUILT WHITE PLASTIC CRIB S... fresh-looking and... keep baby's mattress... They are absolutely waterproof... for tape ties to hold... Hand wash with sudsy cl...

18x24 in. Shpg. wt. 3 oz.  
18x24 in. Shpg. wt. 6 oz.  
18x24 in. Shpg. wt. 10 oz.  
18x24 in. Shpg. wt. 15 oz.

QUILT WHITE PLASTIC CRIB S... fresh-looking and... keep baby's mattress... They are absolutely waterproof... for tape ties to hold... Hand wash with sudsy cl...

18x24 in. Shpg. wt. 3 oz.  
18x24 in. Shpg. wt. 6 oz.  
18x24 in. Shpg. wt. 10 oz.  
18x24 in. Shpg. wt. 15 oz.

## QUILTED CRIB P

QUILT WHITE PLASTIC CRIB S... fresh-looking and... keep baby's mattress... They are absolutely waterproof... for tape ties to hold... Hand wash with sudsy cl...

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18x24 in. Shpg. wt. 6 oz.  
18x24 in. Shpg. wt. 10 oz.  
18x24 in. Shpg. wt. 15 oz.

QUILT WHITE PLASTIC CRIB S... fresh-looking and... keep baby's mattress... They are absolutely waterproof... for tape ties to hold... Hand wash with sudsy cl...

18x24 in. Shpg. wt. 3 oz.  
18x24 in. Shpg. wt. 6 oz.  
18x24 in. Shpg. wt. 10 oz.  
18x24 in. Shpg. wt. 15 oz.

QUILT WHITE PLASTIC CRIB S... fresh-looking and... keep baby's mattress... They are absolutely waterproof... for tape ties to hold... Hand wash with sudsy cl...

18x24 in. Shpg. wt. 3 oz.  
18x24 in. Shpg. wt. 6 oz.  
18x24 in. Shpg. wt. 10 oz.  
18x24 in. Shpg. wt. 15 oz.





## WATERPROOF PADS and CRIB SHEETS

**A** KLEINERT'S PATENTED QUILTED PADS the lightweight, foamy pneumatic rubber crib pad that gives baby the restful comfort of sleeping on a cloud. Has wonderful resiliency, it is hand washable, dries in a jiffy. In flesh color.

29L5456-18x18 in. Shpg. wt. 9 oz. . . . 57c  
29L5457-18x27 in. Shpg. wt. 11 oz. . . . 73c  
29L5458-27x36 in. Shpg. wt. 1 lb. 3 oz. \$1.39

**B** CLEAR WHITE PLASTIC CRIB SHEETS are supple, fresh-looking and light in weight . . . keep baby's mattress clean and dry. They are absolutely waterproof. Have metal eyelets for tape ties to hold securely to crib. Hand wash with sudsy cloth.

29L5553-18x27 in. Shpg. wt. 3 oz. . . . 34c  
29L5554-27x36 in. Shpg. wt. 6 oz. . . . 59c  
29L5555-36x45 in. Shpg. wt. 10 oz. \$1.05  
29L5556-36x54 in. Shpg. wt. 15 oz. 1.19

**C** 2-PLY SYNTHETIC RUBBER CRIB SHEETS, waterproof. Washable. White.

29L5570-18x18 in. Shpg. wt. 5 oz. . . . 27c  
29L5571-18x27 in. Shpg. wt. 8 oz. . . . 37c  
29L5572-27x36 in. Shpg. wt. 14 oz. . . . 73c  
29L5569-36x45 in. Shpg. wt. 1 lb. 2 oz. \$1.12  
29L5573-36x54 in. Shpg. wt. 1 lb. 6 oz. 1.37

**D** RUBBER COATED COTTON SHEETS. Waterproof, sturdy. White. Boilable.

29L5559-18x18 in. Shpg. wt. 4 oz. . . . 33c  
29L5560-18x27 in. Shpg. wt. 6 oz. . . . 48c  
29L5561-27x36 in. Shpg. wt. 12 oz. . . . 91c  
29L5562-36x45 in. Shpg. wt. 1 lb. 4 oz. \$1.47  
29L5563-36x54 in. Shpg. wt. 1 lb. 8 oz. 1.79

**E** SYNTHETIC RUBBER COATED FLANNEL-ETTES sheets. Durable. Don't boil. White.

29L5564-18x18 in. Shpg. wt. 4 oz. . . . 32c  
29L5565-18x27 in. Shpg. wt. 6 oz. . . . 47c  
29L5566-27x36 in. Shpg. wt. 12 oz. . . . 88c  
29L5567-36x54 in. Shpg. wt. 1 lb. 8 oz. \$1.69

## WATERPROOF MATTRESS COVERS

**F** PLASTIC CRIB MATTRESS COVER, covers top, sides and ends of mattress to give it adequate protection. It is sanitary, light in weight, easy to put on. Waterproof, resistant to oils, stains and body acids. Under straps at corners slip on easily, hold cover in place. Hand wash. Size 27x52 inches. Shipping weight 8 ounces.

29L5583-Light blue. . . . \$1.39  
29L5584-Pink. . . . 1.39

**G** "COVERALL" PLASTIC CRIB MATTRESS COVER, fits well over mattress with straps at each end to hold cover in place. Keeps baby's mattress dry, it is absolutely waterproof. Easy to keep sanitary, it's hand washable. Size 27x52 inches. Shpg. wt. 14 oz.

29L5460-Light blue. . . . \$1.98 29L5461-Pink. . . . \$1.98

**H** ZIPPER "COVERALL" MATTRESS COVER is our finest cover . . . zips on and off in a jiffy . . . wears exceedingly well. Made of soft, transparent plastic, lightweight and completely sanitary . . . it's waterproof and dustproof. Covers entire mattress . . . top, bottom and sides for complete protection . . . keeps baby's bed sweet and dry. Easy to hand wash. Size 29x52x4 1/2 inches, fits average crib size mattress.

29L5586-Clear white. Shpg. wt. 1 lb. 2 oz. . . . \$3.69

## QUILTED CRIB PADS

**J** THRIFTY COTTON PADS, durable, well stitched; bleached cotton filling. Washable. White.

29L5430-15x17 in. Shpg. wt. 4 oz. . . . 39c  
29L5431-17x18 in. Shpg. wt. 6 oz. . . . 47c  
29L5432-17x30 in. Shpg. wt. 8 oz. . . . 79c  
29L5433-27x34 in. Shpg. wt. 14 oz. . . . \$1.39  
29L5434-34x52 in. Shpg. wt. 1 lb. 13 oz. 2.59

**K** MUSLIN PADS, sturdier, more absorbent. Bleached cotton filled. Washable. White.

29L5446-15x17 in. Shpg. wt. 6 oz. . . . 47c  
29L5447-17x18 in. Shpg. wt. 8 oz. . . . 57c  
29L5448-17x30 in. Shpg. wt. 11 oz. . . . 97c  
29L5438-27x34 in. Shpg. wt. 1 lb. 2 oz. \$1.67  
29L5439-34x52 in. Shpg. wt. 2 lbs. 2 oz. 2.98

## SLEEPING COMFORTS in flannelette, birdseye cotton and rayon satin

**L** JACKET STYLE SLUMBERGUARD allows plenty of arm freedom and keeps baby covered. Has zipper front for quick, easy handling of baby. Draw-string on sleeves for cozy comfort. Tapes tie to crib so it won't slip. One size 54x52 in., fits up to 1 year. In 2 washable fabrics.

Sanforized Flannelette (max. fabric shrinkage 1%). Shpg. wt. 1 lb.  
29L5638-Light blue. . . . \$2.98  
29L5639-Pink. . . . 2.98  
29L5640-White. . . . 2.98  
Cotton Birdseye Cloth. Shpg. wt. 1 lb.  
29L5699-White. . . . \$2.98

**M** CUDDLE-DRI SLEEPING BAG in Sanforized flannelette (max. fabric shrink 1%), warm, well made, with water-repellent lining. Has sleeves for arm freedom . . . long zipper in back for quick, easy changing. The flannelette is in an attractive two-color effect . . . top and sleeves are white, colorful floral print body. Barrel type bottom. Washable. State size. Shpg. wt. 1 lb.

29L5641-White with light blue  
29L5642-White with pink  
Size 1 fits to 12 months. . . . \$3.98  
Size 2 fits to 2 years. . . . 4.98

**N** RAYON SATIN WATERPROOF SLEEPING BAG . . . our finest, loveliest "Snug-a-bye" sleeping bag is a dream of a beauty. Fashioned of lustrous rayon satin, beautifully quilted for added richness. Has two wonderful features: 1) rayon satin lining with waterproof coating; 2) a cotton felt filled pad that is removable. Ideal for traveling, makes a wonderful gift. Hand wash. One size, fits up to 12 mos. Shpg. wt. 2 lbs.

29L5983-Light blue. . . . \$5.98  
29L5984-Pink. . . . 5.98  
29L5999-White. . . . 5.98

Buy everything your baby needs at one time. Sears Easy Terms are available if your order totals \$10.00 or more. See inside back cover for complete details



**J** Quilted Pads  
39c to \$2.59

**K** Quilted Pads  
47c to \$2.98

**L** \$2.98  
Flannelette  
or Cotton  
Birdseye  
Cloth.

**M**  
\$3.98  
Size 1  
\$4.98  
Size 2

**N** \$5.98  
Rayon Satin

PCBKMN. . . 35





## VALUES in Receiving Blankets, Crib Sheets, Pillowcases

Firmly woven quality cottons that stand daily washing and wear

**AA** THRIFT PRICED RECEIVING BLANKETS of good quality cotton that will give plenty of service and wear. Soft, sturdy and just the right cozy weight for summer-long comfort for baby. Cut in a practical size, useful for many other purposes. Easily washable. Size 26x34 inches. Shipping wt. each 5 oz.  
29 L 5318—Light blue.....33c  
29 L 5319—Pink.....33c  
3 for.....97c

**BB** MEDIUM WEIGHT BLANKET... a good, sturdy receiving blanket at Sears value-giving price. The cotton is soft, fluffy and durable... firmly woven for wash and wear. Neatly finished with firmly stitched ends. Easily washable. Size 30x40 inches. Shipping weight 7 ounces.  
29 L 5302—Pink.....55c  
29 L 5303—Light blue.....55c  
29 L 5304—White.....55c

**CC** OUR BEST HONEYSUCKLE QUALITY cotton receiving blanket is firmly, sturdily woven of long-wearing staple cotton yarns. Soft and comfy in a popular heavierweight. Comes in jacquard nursery patterns... colorful and attractive. Neatly stitched at ends. Handy size, easily washable. Size 30x40 inches. Shipping weight 10 oz.  
29 L 5330—Light blue.....83c  
29 L 5331—Pink.....83c

**DD** GOOD QUALITY PEPPERELL receiving blanket... nationally known Pepperell brand. A practical blanket in soft, medium weight cotton... in a good, serviceable quality, with satisfactory wear. Neatly, firmly finished at ends. Washable. Size 27x36 inches. Shipping weight 8 ounces.  
29 L 5346—Light blue.....49c  
29 L 5347—Pink.....49c  
29 L 5315—White.....49c

**EE** BETTER QUALITY PEPPERELL receiving blanket is made of stronger, longer-wearing cotton yarns... a blanket that will stand more daily use. Soft, and just the right medium weight for satisfactory comfort. Neatly stitched ends. Easily washable. Size 30x40 inches. Shpg. wt. 9 oz.  
29 L 5322—Light blue.....59c  
29 L 5323—Pink.....59c  
29 L 5324—White.....59c

**FF** BEST QUALITY PEPPERELL jacquard receiving blanket, of heavier weight cotton. It pays to buy the best because it is sturdier, more durable for longer wash and wear. Strongly, neatly stitched ends, in attractive assorted nursery patterns suitable for baby. Washable. Size 30x40 inches. Shipping wt. 10 ounces.  
29 L 5348—Light blue.....89c  
29 L 5349—Pink.....89c

**GG** COTTON SHEET BLANKETS, firmly woven, softly napped. Use as bath blankets or bed sheets. Washable. White.  
29 L 5305—Size 35x50 in. Shpg. wt. 7 oz.....68c  
29 L 5306—Size 42x70 in. Shpg. wt. 10 oz.....\$1.17

**HH** COTTON KNIT CRIB SHEET... easy to wash, never needs ironing, its elasticity shows no wrinkles. Neatly finished with 1 1/4 in. hem. Washable. Size 45x72 in. Shpg. wt. 11 oz.  
29 L 5414—White.....\$1.79

**JJ** THRIFT QUALITY COTTON crib sheets, durable. Hemstitched. Washable. White.  
29 L 5407—36x54 in. (before hemming). Shpg. wt. 6 oz.....83c  
29 L 5408—42x72 in. (before hemming). Shpg. wt. 10 oz.\$1.22  
Crib Sheets in fine muslin, 140 threads to the square inch. Hemstitched. Washable. White.  
29 L 5417—36x54 in. (before hemming). Shpg. wt. 7 oz.\$1.12  
29 L 5418—42x72 in. (before hemming). Shpg. wt. 12 oz.\$1.59

**KK** THRIFT QUALITY PILLOWCASE in washable cotton. Hemstitched. Size 28x21 in. before hemming. Shpg. wt. 3 oz.  
29 L 5409—White.....32c  
Our Best Quality Pillowcase in muslin, 140 threads to the square inch. Hemstitched. Washable. Size 28x21 in. before hemming. Shpg. wt. 3 oz.  
29 L 5419—White.....39c

**LL** EMBROIDERED COTTON PILLOWCASE for crib or carriage. Hemstitched. Washable. Size 28x21 in. before hemming. Shipping weight 3 ounces.  
29 L 5406—White.....59c

## For Crib or Carriage

Descriptions of items shown on opposite page

**A** FINE CHENILLE CRIB SPREAD... in pretty multicolor nursery design. Sturdy sheeting covered with soft cotton chenille... easy to keep fresh... washable, needs no ironing. Size abt. 40x60 inches. Shpg. wt. 1 lb. 4 oz.  
29 L 5350—Multicolor.....\$2.79

**B** OUR FINEST CHENILLE SPREAD is softer, more thickly tufted with fine quality cotton chenille... in attractive bunny pattern. The cotton backing is sturdy, long-wearing. Washable. Size abt. 40x60 in. Shpg. wt. 1 lb. 9 oz.  
29 L 5351—Light blue.\$3.79 29 L 5352—Pink.....\$3.79

**C** RAYON SATIN COMFORTER AND PILLOW SET is rich-looking. Comforter filling is 100% new wool. Pillow filling, 5% wool, 95% long staple cotton. Boxed. Comforter size about 34x46 in. Shpg. wt. set 2 lbs. 6 oz.  
29 L 5387—Pink and light blue reversible.....\$4.98

**D** COTTON CRIB BLANKET, with neatly stitched edges. Well napped for extra softness. In pretty, assorted jacquard patterns. Washable. Size 36x50 in. Shpg. wt. 1 lb.  
29 L 5308—Pink.....\$1.29 29 L 5307—Light blue..\$1.29

**E** PEPPERELL CRIB BLANKET... medium weight cotton; serviceable quality. Assorted patterns. 3-inch rayon satin binding. Washable. Size 36x50 in. Shpg. wt. 1 lb. 8 oz.  
29 L 5316—Light blue.\$1.98 29 L 5317—Pink.....\$1.98

**F** COTTON CRIB BLANKET... an extra fine value because it is extra heavy weight cotton... nursery prints on one side, all white on other... and cut extra wide for tucking in. Rich-looking 3-inch rayon satin binding. Washable. Boxed. Size about 38x50 inches. Shipping wt. 1 lb. 11 oz.  
29 L 5380—Pink.....\$2.29 29 L 5381—Light blue..\$2.29

**G** HEAVIER WEIGHT PEPPERELL COTTON jacquard blanket... closely woven. Wide rayon satin binding. Assorted prints. Washable. Size 36x50 in. Shipping weight 2 lbs.  
29 L 5325—Light blue..\$2.59 29 L 5326—Pink.....\$2.59

**H** PEPPERELL'S "DEEPDOWN" COTTON CRIB BLANKET in rich permanently woven jacquard patterns. Exquisitely soft, closely woven for wear. Wide rayon satin binding. Assorted designs. Washable. Size 36x50 in. Shpg. wt. 2 lbs.  
29 L 5353—Light blue 29 L 5354—Pink  
29 L 5355—White Each.....\$2.79

**J** OUR FINEST COTTON JACQUARD CRIB BLANKET is double woven, warm, durable and long-wearing. Woven in designs, 6-inch rayon satin binding. Washable. Size 36x50 inches. Shipping weight 1 pound 14 ounces.  
29 L 5312—Pink.....\$2.89 29 L 5311—Light blue..\$2.89

**K** WARMER 25% WOOL, 25% RAYON, 50% COTTON CRIB BLANKET in two sizes. Wide rayon satin binding. Washable.

Size 36x50 in.	Size 40x60 in.
Shpg. wt. 1 lb. 8 oz.	Shpg. wt. 2 lbs.
29 L 5395—Light blue.\$2.89	29 L 5280—Light blue.\$3.98
29 L 5396—Pink.....2.89	29 L 5281—Pink.....3.98
29 L 5397—White.....2.89	29 L 5282—White.....3.98

**L** 100% WOOL BLANKET, our finest and warmest crib blanket. Firmly woven of fine quality all wool yarns... soft, fluffy, superbly comfortable. Luxurious, wide rayon satin binding. Ideal gift. Washable. Choice of two sizes.

Size 36x50 in. Shpg. wt. 2 lbs. 2 oz.  
29 L 5385—Pink.....\$4.29 29 L 5386—Light blue.\$4.29  
Size 42x60 in. Shpg. wt. 2 lbs. 4 oz.  
29 L 5283—Light blue.\$5.98 29 L 5284—Pink.....\$5.98

COTTON NET CARRIAGE AND CRIB CANOPIES... strong, durable, easy to wash, no ironing. Slips on easily. Washable.

**M** Carriage Canopy, size 54x60 inches. Elastic all-around. **N** Crib Canopy, size 58x32 inches. Elastic at ends. Shipping weight 4 ounces. Shipping weight 8 ounces.  
29 L 5445—White.....69c 29 L 5429—White.....\$1.39

**P** TWO-PIECE DOTTED SWISS CARRIAGE SET... exquisitely lovely, fresh and summery. Has perma-finish organdy backing... dainty eyelet embroidery edging all around... topped off with a handsome large rayon satin bow on cover. Washable. Size abt. 27x31 inches. Shpg. wt. set, 13 oz.  
29 L 5332—Light blue.\$4.98 29 L 5333—Pink.....\$4.98

**R** TWO-PIECE RAYON SATIN CARRIAGE SET... luxurious embroidery all over cover and pillow gives it added richness found in more expensive sets. Rayon satin ribbon all round ruffle trim. Makes a handsome gift. Hand washable. Size about 27x31 in. Shpg. wt. 1 lb. 6 oz.  
29 L 5334—Light blue.\$4.98 29 L 5335—Pink.....\$4.98

**S** CRIB OR CARRIAGE PILLOW covered with gay nursery print cotton in bright assorted patterns. Filled with clean white cotton. Size 12x16 in. Shipping weight 11 oz.  
29 L 5474—Light blue..59c 29 L 5473—Pink.....59c

**T** SATEN COVERED CRIB PILLOW is reversible. Filled with soft, new kapok. Size 12x16 in. Shpg. wt. 14 oz.  
29 L 5476—Pink and light blue reversible.....75c

**V** OUR FINEST BABY PILLOW is covered with lustrous rayon satin... quilted on one side, plain on the other. Filled with new kapok. Size 12x16 in. Shpg. wt. 14 oz.  
29 L 5404—Light blue.\$1.98 29 L 5405—Pink.....\$1.98

**W** PILLOW COVER in fine quality sheer cotton for baby's bed or carriage. Dainty embroidery in lovely assorted designs. Washable. Size 13x17 in. Shipping weight 3 oz.  
29 L 5472—Pink 29 L 5471—Light blue  
29 L 5470—White Each.....\$1.35

**X** "DUCKY" BLANKET CLIPS keep baby completely covered. Adorable design, sanitary, they're packaged in acetate box, suitable for trinkets. One size only. Shpg. wt. 7 oz.  
29 L 5271—Light blue 29 L 5272—Pink  
29 L 5220—Ivory Each.....89c

For Crib or Carriage  
Fine fabrics and yarns  
Beautiful Bedspreads.





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# ears packs QUALITY into lovely things for Baby

Fine fabrics and yarns . . close, sturdy weaves . . colors that stay . . trims that wash, in beautiful Bedspreads . . soft, warm Blankets . . attractive Carriage Sets and Accessories

HONEYSUCKLE

## INFANTS' GOODS



**A** Fine Chenille Spread \$2.79

**B** Our Best Chenille Spread \$3.79

**C** Rich Rayon Satin Set \$6.98



**D** \$1.29  
Cotton  
Blanket

**E** \$1.98  
Pepperell  
Cotton

**F** \$2.29  
Heavier  
Cotton

**G** \$2.59  
Heavier  
Pepperell



**H** \$2.79  
"Deep Down"  
Pepperell

**J** \$2.89  
Double Woven  
Cotton

**K** 25% Wool  
\$2.89 36x50 in.  
\$3.98 40x60 in.

**L** 100% Wool  
\$4.29 36x50 in.  
\$5.98 42x60 in.



**M** 69c  
Crib Canopy  
Net

**N** \$1.39  
Crib Canopy

**P** \$4.98  
Dotted Swiss  
Carriage Set

**R** \$4.98  
Rayon Satin  
Carriage Set

**S** 59c  
Cotton

**T** 75c  
Sateen

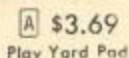
**V** \$1.98  
Rayon Satin

**W** \$1.35  
Pillow  
Cover

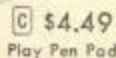
**X** 89c  
Blanket Clips



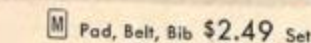
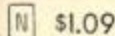
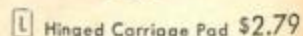
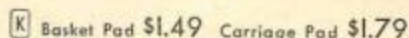
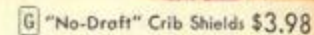
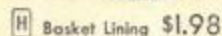
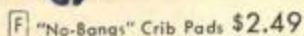
FEEL-FILLED HONEYSUCKLE PADS . . water-resistant



**B \$1.49**  
High Chair Pad



**D \$2.19**  
High Chair Pad



**covers... easy to**

Description of merchandise on opp

**WATER RESISTANT PLAY YARD**  
... easy to clean, reversible. Do  
... for your baby... keeps  
... in place. Reinforced corners.  
... inches. Ship. wt. 3 lbs.  
... \$3.69 2915520-L1

**Hi-CHAIR PAD** keeps baby c  
... Bright and pretty, too.  
... nursery print cotton, water  
... with damp cloth. Softly tu  
... and seat; cotton filled. Co  
... inches. Ship. wt. 2 lbs. 9  
... \$1.49 2915596-L

**"B.C." DESIGN PLAY PEN PAD**  
... comfortable, helps teach b  
... Matches chair pad described  
... cotton cover, cleans  
... inches. Shipping wt. 3  
... \$1.54 2915597-L

**"B.C." DESIGN HI-CHAIR PAD**  
... play pad. Keeps baby am  
... comfortable because it's  
... cotton felt, 35% foam rubber  
... Water-resistant cotton c  
... inches. Ship. wt. 2 lbs.  
... \$1.49-Pink 2915497-L  
... \$1.49-Bright red Each....

**"Hi-CHAIR" PLAY PEN PAD** fo  
... patterns. Keeps baby's toys i  
... Amorted nursery pri  
... cotton cotton ... cleans with da  
... fine cord felt padding, quilted  
... bottom and four sides of  
... inches. Size 40x40 in. Shipg.  
... \$1.49 2915524-L1

**"No BANGS" CRIB SEAT**  
... safe seat, warm when he sleep  
... back bumps, drafts. Ties secu  
... felt filled covered with wa  
... reversible. Clean with  
... weight 3 pounds 6 ounces  
... \$2.49 2915501-L

**WATER RESISTANT COTTON CREPE "NO**  
... keep out drafts ... sof  
... baby rolls. They fit both s  
... inches. Cotton felt filled  
... weight 14 oz.  
... \$3.98 2915453-L

**WATER RESISTANT BASKET LINING OF**  
... crepe ... dresses up be  
... to keep clean. (Pad not inclu  
... inches. Size 13x27 in. Sh  
... \$1.98 2915452-L

**WATER RESISTANT CREPE BASKET**  
... cloth lining and removable pe  
... design fresh, spic-and-span.  
... Pad size 13x27 in. Ship. w  
... \$1.98-Floral design on white.

**BASKET PAD** ... cotton felt fill  
... cover, asstd. cotton pr  
... inches. Size 13x27 in. Sh  
... \$1.49 29105491-L

**BASKET PAD (not shown), 15x30**  
... \$1.79 29105489-L

**WATER RESISTANT CARRIAGE PAD** ... ca  
... as pillow. Co  
... Cotton felt filled, covere  
... cotton in assorted nur  
 ... with damp cloth. Size about  
 ... weight 4 lbs. 6 oz.  
 ... \$2.79 2915488-L

**"Do-All" 3-Pc. HIGH CHAIR**  
... a big favorite ... the th  
 ... back and wing sides keep ba  
 ... felt holds him in place, a  
 ... keeps him clean. Water-resi  
 ... with damp cloth. Pad filled  
 ... weight 2 pounds 9  
 ... \$1.49-Bright red 2915444-L  
 ... Each se

**WALKER PAD** ... gives a new comf  
 ... back rest, many hours of the  
 ... Cotton felt padding, tape ties i  
 ... Clean with water-res  
 ... inches. Ship. wt. 2 lbs. 9  
 ... \$1.49-Light blue nursery pri

**WALKER SEAT PADS** ... cotton felt  
 ... back rest. Ties to seat. Ass  
 ... with damp cloth.  
 ... \$1.49-Pink 79c 2915534-L

**WALKER SEAT REST** ... Shipping we  
 ... \$1.49-Med. blue 49c 2915

Remember



stant

## covers... easy to clean

Description of merchandise on opposite page

**A** WATER RESISTANT PLAY YARD PAD. Nursery print cotton, reversible. Double quilting gives footing for baby... keeps cotton felt filling in place. Reinforced corners. Tape ties. Assorted prints. Clean with damp cloth. Size about 40x40 inches. Shpg. wt. 3 lbs. 6 oz. 29L5521-Pink \$3.69 29L5520-Lt. blue \$3.69

**B** HIGH-CHAIR PAD keeps baby comfy while he eats. Bright and pretty, too, it's covered with nursery print cotton, water-resistant, cleans with damp cloth. Softly tufted back, sides and seat; cotton filled. Covers chair. Assorted prints. Shpg. wt. 2 lbs. 9 oz. 29L5595-Lt. blue \$1.49 29L5596-Pink \$1.49

**C** "A B C" DESIGN PLAY PEN PAD... wonderfully comfortable, helps teach baby his "A B C's." Matches chair pad described below. Has water-resistant cotton cover, cleans easily with damp cloth. Reversible. Cotton felt filled. Size abt. 40x40 inches. Shipping wt. 3 lbs. 6 oz. 29L5493M-Light blue 29L5494M-Pink 29L5495M-Bright red Each.....\$4.49

**D** "A B C" DESIGN HI-CHAIR PAD... matches play pen pad. Keeps baby amused... and supremely comfortable because it's filled with 65% cotton felt, 35% foam rubber for added softness. Water-resistant cotton cover cleans with damp cloth. Shpg. wt. 2 lbs. 10 oz. 29L5496M-Pink 29L5497M-Lt. blue 29L5498M-Bright red Each.....\$2.19

**E** "NO-DRAFT" PLAY PEN PAD for indoors or outdoors. Keeps baby's toys in, dust out, drafts away. Assorted nursery prints. Water-resistant cotton... cleans with damp cloth... thick cotton felt padding, quilted for safety. Covers bottom and four sides of play pen. Tape ties. Size 40x40 in. Shpg. wt. 5 lbs. 29L5525-Pink \$6.69 29L5524-Lt. blue \$6.69

**F** 3-PIECE "NO BANGS" CRIB SET... keeps baby safe, warm when he sleeps. Protects him from bumps, drafts. Ties securely to crib. Cotton felt filled covered with water-repellent cotton. Reversible. Clean with damp cloth. Shipping weight 3 pounds 6 ounces. 29L5500-Lt. blue \$2.49 29L5501-Pink \$2.49

**G** QUILTED COTTON CREPE "No-Draft" Crib Shields keep out drafts... soft and comfy when baby rolls. They fit both sides of crib, held by tape ties. Cotton felt filled. Washable. Shipping weight 14 oz. 29L5454-Pink \$3.98 29L5453-Lt. blue \$3.98

**H** RUFFLED BASKET LINING of soft, cotton crinkle crepe... dresses up baby's basket. Easy to keep clean. (Pad not included.) Washable, no ironing. Size 13x27 in. Shpg. wt. 6 oz. 29L5451-Pink \$1.98 29L5452-Lt. blue \$1.98

**J** COTTON CRINKLE CREPE BASKET SET, includes lining and removable pad... keeps baby's basket fresh, spic-and-span. Washable, no ironing. Pad size 13x27 in. Shpg. wt. 2 lbs. 6 oz. 29L5455-Floral design on white.....\$3.98

**K** BASKET PAD... cotton felt filled, water resistant cover, asstd. cotton prints. Cleans with damp cloth. Size 13x27 in. Shpg. wt. 2 lbs. 29L05490-Pink \$1.49 29L05491-Lt. blue \$1.49 CARRIAGE PAD (not shown), 15x30 in. Wt. 5 lbs. 29L05488-Pink \$1.79 29L05489-Lt. blue \$1.79

**L** HINGED CARRIAGE PAD... can be used in stroller, as a prop-up pillow, or in full-sized carriage. Cotton felt filled, covered with water-resistant cotton in assorted nursery designs. Clean with damp cloth. Size about 16x34 inches. Shipping weight 4 lbs. 6 oz. 29L5486-Med. blue \$2.79 29L5487-Pink \$2.79

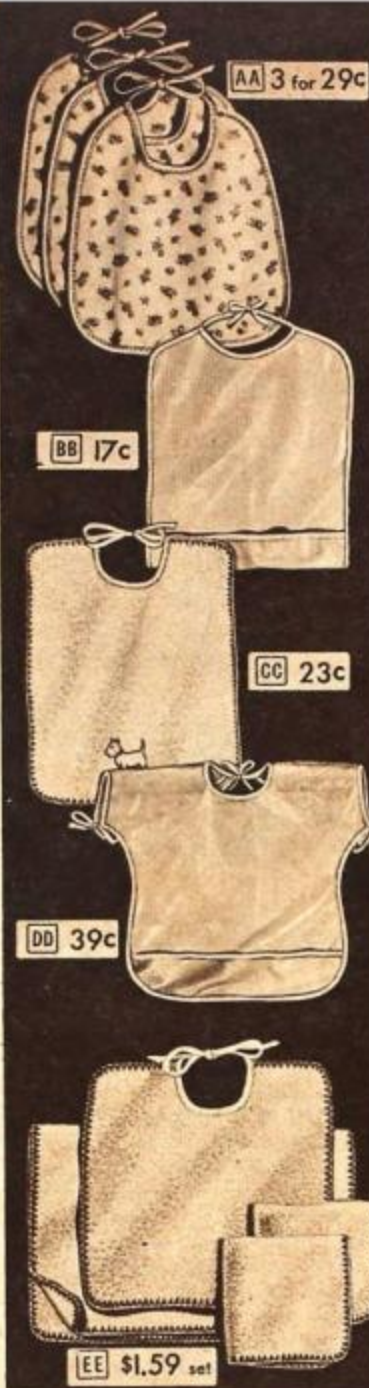
**M** THE "DO-ALL" 3-Pc. HIGH CHAIR PAD SET... a big favorite... the thickly quilted barrel back and wing sides keep baby comfy... a safety belt holds him in place, crumb catcher bib keeps him clean. Water-resistant cotton; cleans with damp cloth. Pad filled with cotton felt. Shipping weight 2 pounds 9 oz. 29L5485-Bright red 29L5449-Light blue 29L5450-Pink Each set.....\$2.49

**N** WALKER PAD... a new comfort accessory for baby... gives him comfortable seating and back rest many hours of the day. Tufted and shaped to fit walker, tape ties hold it securely. Cotton felt padding, water-resistant cotton cover. Clean with damp cloth. Shpg. wt. 14 oz. 29L5568-Light blue nursery print.....\$1.09

TOILET SEAT PADS... cotton felt filled; water-resistant cotton. Ties to seat. Assorted nursery prints. Clean with damp cloth.

**P** With back rest. Shipping weight 11 oz. 29L5535-Pink 79c 29L5534-Med. blue 79c

**R** Without back rest. Shipping weight 9 oz. 29L5587-Med. blue 49c 29L5588-Pink 49c



## Sears Easy Aids for baby's everyday comfort

**AA** PRINTED FLANNELETTE BIB in pretty assorted floral designs. Double faced... soft, colorful, washable. Sold in set of 3. Size 7x8 in. Shipping weight 3 oz. 29L5230-Prints.....3 for 29c

**BB** PLASTIC CRUMB CATCHER Bib of transparent plastic... strong, durable. Waterproof, sanitary. Hand wash in warm water. Size 11 1/2 x 8 in. Shpg. wt. 3 oz. 29L5223-Pink.....17c 29L5224-Light blue.....17c

**CC** COLORFUL APPLIQUED BIB in white cotton terry cloth. Contrasting shell edge trim; tape ties. Washable. Size 10x12 in. Shipping weight 3 ounces. 29L5228-Light blue trim...23c 29L5229-Pink trim.....23c

**DD** LARGER CRUMB-CATCHER Bib gives baby more protection. Shaped at top like a dress, tape ties at arms to keep bib from slipping. Made of strong film plastic. Waterproof; hand wash. Size 17x14 in. Shpg. wt. 3 oz. 29L5203-Light blue.....39c 29L5204-Pink.....39c

**EE** WOVEN TERRY CLOTH BATH SET of white tufted cotton. Shell stitch trim. 4-pc., consists of bib, size 10x10 in., towel, size 27x30 in., 2 washcloths, size 10x10 in. Shipping weight set 10 oz. 29L5267-Blue trim...Set \$1.59 29L5268-Pink trim...Set 1.59

**FF** COTTON TERRY CLOTH towels and washcloths. White; absorbent; shell stitch trim. Towel 18x30 in. Shipping wt. 5 oz. 29L5255-Blue trim.....59c 29L5256-Pink trim.....59c Towel 24x36 in. Shipping wt. 8 oz. 29L5257-Blue trim.....98c 29L5258-Pink trim.....98c

Towel 36x36 in. Shpg. wt. 10 oz. 29L5259-Blue trim.....\$1.39 29L5260-Pink trim.....1.39 Washcloths 9x9 in. Shpg. wt. 3 oz. 29L5247-Blue trim...2 for 25c 29L5248-Pink trim...2 for 25c

**GG** KNIT COTTON Towels, Bath Blanket, Washcloths, shell stitch trim. White Towel, 18x27 in. Shpg. wt. 4 oz. 29L5235-Blue trim.....49c 29L5236-Pink trim.....49c

Towel 20x40 in. Shpg. wt. 5 oz. 29L5237-Blue trim.....79c 29L5238-Pink trim.....79c Bath Blanket, 26x40 in. Wt. 7 oz. 29L5239-Blue trim.....98c 29L5240-Pink trim.....98c Washcloths 9x9 in. Shpg. wt. 3 oz. 29L5233-Blue trim...2 for 25c 29L5234-Pink trim...2 for 25c

**HH** GAUZE NURSERY MASK, sanitary, adjustable, comfortable. Double-faced flannel filter helps check spread of bacteria. Tape ties. Washable. Wt. 2 oz. 29L5275-White.....19c

**JJ** BABY'S EAR CONFORMER, trains baby's ears to lie flat. Made of fine imported English cotton net. Embroidered eyelets with laces in back for adjustable fit. Small, medium, large. State size. Washable. Shpg. wt. 1 oz. 29L5276-White.....47c

**KK** PLASTIC SHAMPOO GUARD keeps soap, water out of baby's eyes; rubber stripping fits any head size. Hand wash. Wt. 2 oz. 29L5277-Opaque white....32c

**LL** COTTON WEB SAFETY HARNESS with leader strap. Strong, wears well. Washable. One size. Shpg. wt. 8 oz. 29L5273-Blue.....89c 29L5274-Pink.....89c

**MM** LEATHER SAFETY STRAP with leader... good quality leather. One size. Shpg. wt. 11 oz. 29L5269-Light tan.....89c Finer Quality Leather Strap One size. Shpg. wt. 11 oz. 29L5265-Light tan.....\$1.39

**NN** COTTON WEB PLAY REINS, sturdy, long-wearing, washable. One size. Shpg. wt. 5 oz. 29L5211-Light blue.....39c 29L5212-Pink.....39c

**PP** INFANT'S SLEEPING HARNESS has patented safety buckles. Allows natural rolling, turning. Chafe-resistant cotton webbing. Washable. One size; adjustable up to 2 yrs. Wt. 5 oz. 29L5261-White.....\$1.25

Remember, baby things can be bought on Sears Easy Terms. See inside back cover for details

PAGE 39... INFANTS' GOODS





**Our very best for your Baby . . . HoneySuckle Cribs . . . Safety non-poisonous golden maple or waxed birch finish . . . Toe-touch drop sides . . . lock safely**

**LUXURY QUALITY HONEYSUCKLE CRIB.** Crib, Spring  
Fit for a little king . . . Attractive full **\$41.95**  
length end panels help prevent drafts. **Cash**  
Rounded corners . . . no sharp edges. **\$4.50 Down**  
Adjustable four position metal spring may be lowered, raised, or tilted for baby's comfort. Convenient toe-touch release, on both drop sides with automatic safety catch. Smooth gliding casters. Sturdy hardwood construction in safe, non-poisonous golden maple or waxed birch finish. Gay decoration. Overall size 54x30 in. Sides 26 in. high. *State finish.*  
1 LM 8349—Crib and Spring. Shpg. wt. 77 lbs. . . \$41.95  
1 LM 8486—Crib, Spring, and 1 LM 8201 Innerspring Mattress on page 43. Shpg. wt. 96 lbs. . . \$59.95

**BOTH SIDES DROP**—have toe-touch release and automatic safety catch. Extra convenience for mother and safe comfort for baby. 4-position link fabric spring may be tilted for baby's comfort . . . adjusted as baby grows. Attractive full end panels with colored balls. Sturdily built of durable hardwood, finished in non-poisonous golden maple or waxed birch for baby's safety. Easy gliding casters allow crib to be moved quietly from one room to another. Overall size 54x30 in. Sides are 26 in. high. *State finish.*  
1 LM 8324—Crib, Spring. Shpg. wt. 68 lbs. . . \$34.95  
1 LM 8485—Crib, Spring, and 1 LM 8249 Innerspring Mattress on page 43. Shpg. wt. 92 lbs. . . \$49.50

**SINGLE-DROP SIDE** with toe-touch release. Press lever with foot, and side releases quickly. Automatic safety catch. Four position adjustable metal spring may be raised, lowered, or tilted for baby's safety and comfort. Full end panels protect baby from drafts. Sturdy hardwood in safe non-poisonous golden maple or waxed birch finish. Ends have attractive scalloped edges, pastel colored balls and gay decal trim. Overall size is 54x30 in. Sides are 26 in. high. *State finish.*  
1 LM 8311—Crib, Spring. Shpg. wt. 59 lbs. . . \$29.95  
1 LM 8484—Crib, Spring, and 1 LM 8210—Innerspring Mattress on page 43. Shpg. wt. 80 lbs. . . \$41.65

*Articles on this page shipped freight or express from stock unless otherwise stated. Cribs and youth beds partially assembled . . . easy to set up*



**Hardwood Youth Beds for growing tots . . . Mattresses to fit**

**Roomy Chifforobe**

Keep all of baby's clothes in one convenient place. Four drawers, 12x15 in. Roomy wardrobe compartment. 17x15½x33 in. Hanger rod. Overall size 36x16x41 in. Sturdy hardwood, maple finish. Pay charges from factory near Milan, Ind. Shpg. wt. 65 lbs.  
1 LM 8799F—Chifforobe. . . \$29.95

**LOW PRICED YOUTH BED** of golden maple finished hardwood. Rust-resistant link fabric springs. Smooth rolling casters. 11 in. panels on ends. Removable guard rails, 40 in. long. Inside size 63x31 in. Head ht. 37¼ in. Foot ht. 27¼ in. Shpg. wt. 50 lbs.  
1 LM 8308—Bed, Spring \$21.95  
1 LM 8414—Bed, Spring, and 77-coil Innerspring Mattress shown at right, 1 LM 8281. Shpg. wt. 80 lbs. . . \$34.45

**OUR FINEST HARDWOOD YOUTH BED.** Non-poisonous golden maple finish. Metal springs. Inside size 66x33 in. Head ht. 38 in.; foot ht. 28½ in. Full end panels. Side rails 13 in. high, can be removed as child grows older. Shpg. wt. 70 lbs.  
1 LM 8354—Bed, Spring \$29.95  
1 LM 8487—Bed, Spring, and 96-coil Innerspring Mattress shown at right, 1 LM 8255. Shpg. wt. 105 lbs. . . \$47.95

**A 77-COIL INNERSPRING YOUTH BED MATTRESS** to give your child proper sleeping support and comfort. Button tufts. Woven striped ticking cover, filled with layers of 100% cotton felt. Jute pad insulator surrounds the coil springs. Size 63x29½ in. Shpg. wt. 30 lbs.  
1 LM 8281 . . . \$12.95  
1 LM 8282—Same as above, but 96-coil springs. Size 66x33 in. Shpg. wt. 35 lbs. \$14.95

**B OUR FINEST 77-COIL INNERSPRING YOUTH BED MATTRESSES.** Pyroxylin-coated moisture resistant, tuftless ticking. Taped edges. Layers of 100% cotton felt and rubberized fiber insulator surround resilient coil springs. Size 63x29½ in. Shpg. wt. 30 lbs.  
1 LM 8254 . . . \$16.85  
1 LM 8255—Same as above, but with 96 coil springs. Overall size 66x33 inches. Shipping weight 35 lbs. . . \$18.85

**Thrift-priced non-poisonous fir**

**THRIFT PRICED CRIB . . .** Crib, Spring  
Sides . . . lock secure- **\$29.95**  
ly position. adjustable **Cash**  
end spring. Full end **\$3.00 Down**  
panels. Smoothly sanded hard-  
wood. Non-poisonous golden map-  
le finish. Inside size 54x30 in. Sides are 26  
in. high. Shpg. wt. 60  
1 LM 8311—Crib and Spring. . . \$29.95  
1 LM 8484—Crib, Spring, and 1 LM 8210—Innerspring Mattress shown at right. Shpg. wt. 80 lbs. . . \$41.65



**Comfortable B**

**THRIFT PRICED BASSINET**, with  
wood spindles to provide com-  
fortable support for your baby. 2  
yearly hardwood, with non-p-  
oisonous maple finish. Easy roll-  
ing casters to move baby with-  
out disturbing his slumber. Complete  
wood slat support included. In-  
side size 31½ in. Height 31½ in.;  
1 LM 8210—Bassinet. . . \$15.15  
1 LM 8488—Bassinet and 1 LM 8210—Innerspring Mattress shown on page 42. Shipping  
weight 20 lbs. Mailable.



## Safe smooth-riding Honeysuckle Carriages.. Weather-resistant covers . . . easy to handle



Free-acting front wheels handle easily



Double-action two-wheel foot brake



Duchess gear spring for riding comfort



**\$37.95**  
Cash  
**\$4** DOWN ON TERMS

## Thrift-priced Honeysuckle Cribs . . . non-poisonous finish . . . Toe-touch drop side

**BUDGET PRICED CRIB . . .** Crib, Spring  
Drop sides . . . lock securely. 3-position adjustable metal spring. Full end panels. Smoothly sanded hardwood in safe, non-poisonous golden maple finish. Overall size 54x30 in. Sides are 26 in. high. Freight or express. Shpg. wt. 60 lbs.  
1 LM 8338—Crib and Spring. . . . \$26.85  
Cash \$3 down  
1 LM 8483—Crib, Spring, and 1 LM 8233 layer felted cotton Mattress shown on page 42. Shpg. wt. 76 lbs. . . . \$34.65  
1 LM 8495—Crib, Spring, and 1 LM 8209 Inner spring Mattresses shown on page 43. Shipping weight 79 lbs. . . . \$35.95

**LOW PRICED CRIB.** Safe restful comfort for baby. Sturdy spindles on each side of end panels are closely spaced. Toe-touch release on single drop side . . . Trip release with foot, and side drops instantly. Made of durable hardwood, finished in non-poisonous golden maple. Overall size 54x30 in. Sides 26 in. high. Shipped freight or express. Shpg. wt. 54 lbs.  
1 LM 8335—Crib and spring. . . . \$18.85  
Cash \$2 down  
1 LM 8482—Crib, and 1 LM 8226 mattress on page 42. Shpg. wt. 68 lbs. \$23.95

Cribs and Bassinets are shipped partially assembled . . . easy to set up



## Comfortable Bassinets for Baby's first bed

**BUDGET PRICED BASSINET**, with closely spaced spindles to provide comfort and protection for your baby. Made of sturdy hardwood, with non-poisonous golden maple finish. Easy rolling casters allow you to move baby without disturbing his slumber. Complete unit with wood slat support included. Inside size 34½x19 in. Height 31¼ in.; sides are 17 in. high. Shpg. wt. 15 lbs. Mailable.  
1 L 08330—Bassinet. . . . \$7.95  
1 L 08496—Bassinet and 1 L 08230 pad shown on page 42. Shipping weight 20 lbs. Mailable. . . . \$9.95

**LUXURY QUALITY BASSINET**, with full end panels . . . help protect baby from drafts. Durable hardwood construction in safe non-poisonous golden maple finish. Steel link spring supports mattress. Nursery decal trim. Smooth rolling casters. Inside size 33½x17¾ inches. Overall height 34½ inches. Sides are 13½ inches high. Shipping weight 21 lbs.  
1 L 08317—Bassinet. Mailable. . . \$10.95  
1 L 08481—Bassinet, and 1 L 08202 innerspring pad shown on page 42. Shpg. wt. 28 lbs. Mailable. . . . \$15.85

## Deluxe . . front wheels swivel, turn without lifting

**BUILT FOR BABY'S COMFORT . .** Duchess gear absorbs shocks, provides smooth riding. Posture seat adjusts to three positions. Heavily padded sides and rails. Weather and wrinkle-resistant rubberized cloth cover in dark blue or gray. Moisture-resistant pyroxylin-coated lining. Extension pouch gives more room as baby grows. Adjustable 4-bow hood with sunshield. Built-in draft shield and extra storm shield. **EASY TO HANDLE . .** free-acting front wheels give touch steering control. Double action foot brake locks rear wheels. Rear wheels 11 in.; front wheels 8¼ in. 1½-in. rubber tires. Collapsible steel frame, aluminum painted. Chrome plated handle and bumper. Size 36½x16x19 in.  
1 LM 8542—State color. Shipped freight or express. Shpg. wt. 58 lbs. . . . \$37.95



## Smart Princess Style

**A** Easy riding comfort for baby. Shock absorbing Duchess gear. Removable wind-resistant 4-bow hood with sun visor. Heavily padded rail. Body and hood of weather and wrinkle-resistant artificial leather, in dark blue or gray. Back rest. Foot-well. Chrome plated handle. Locking two-wheel brake. Foot extension pouch. Collapsible. 10-in. wheels. 1½ in. rubber tires. Size 17½x15¼x33 in. Shipped freight or express. Shpg. wt. 43 lbs.  
1 LM 8533—State color. . . . \$21.95

**B** Low priced collapsible carriage. Body and hood covered with dark blue artificial leather. Retains flexibility in warm or cool weather. Resists moisture. Adjustable 3-bow hood. Front wheel brake. Tubular enameled pusher. Gray enameled frame. 8-in. wheels, with ½-in. rubber tires. Size 16x9½x35½ in. long. Shipped freight or express.  
1 LM 8528—Shpg. wt. 28 lbs. . . . \$10.95



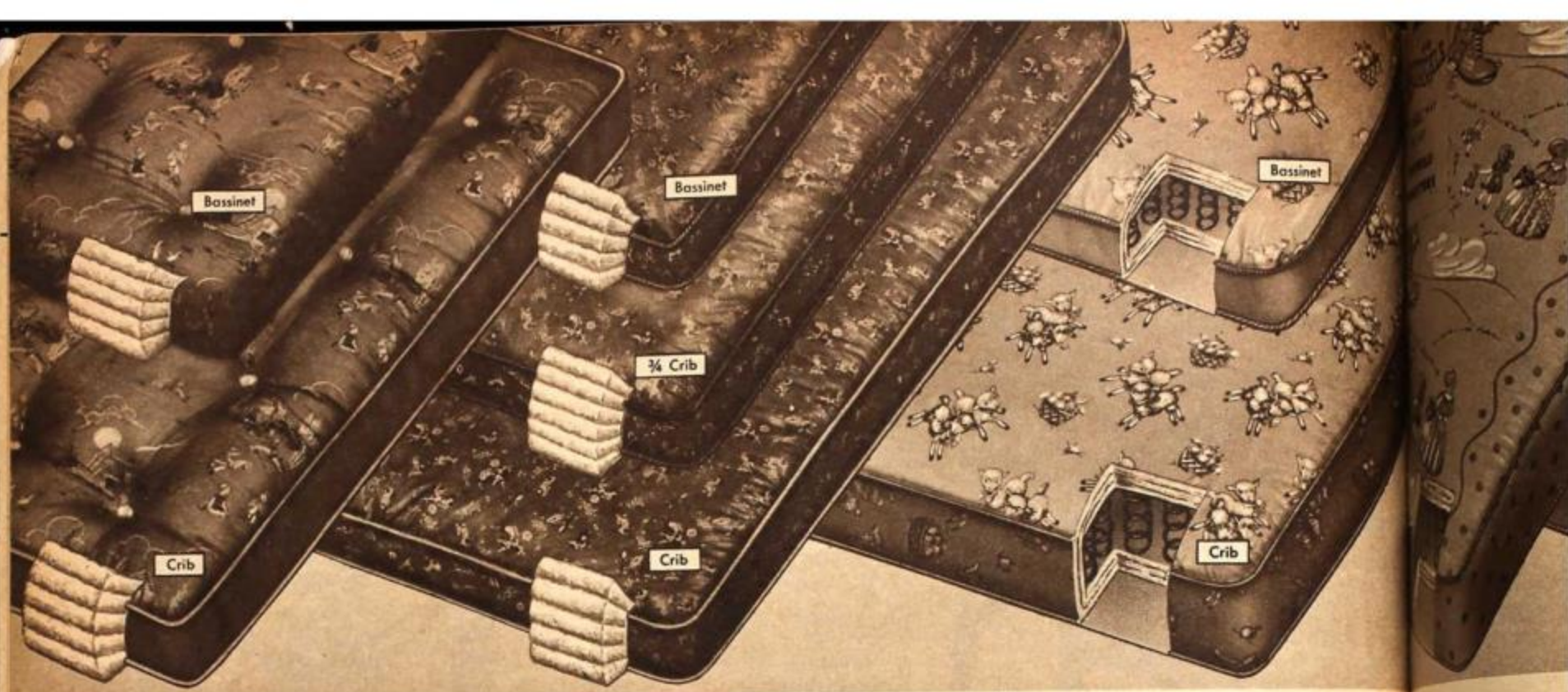
## Comfortable Carriage Pads

**C** PYROXYLIN coated, cotton filled, taped edges. 31x15 in. Mailable.  
1 L 08219—Shipping wt. 3 lbs. . . \$1.89  
**D** HINGED PAD, pyroxylin-coated, cotton filled. Taped edges. Size 32½x16 in. Mailable.  
1 L 08276—Shpg. wt. 4 lbs. . . \$2.49  
1 L 08294—Twin size, same as above. 32½x24 in. Shpg. wt. 7 lbs. . . \$3.85  
**E** LUXURY COMFORT INNERSPRING PAD, resilient tempered steel coils. Layers of cotton felt padding. Jute pad insulator. Size 32x15 in. Mailable.  
1 L 08203—Shpg. wt. 5 lbs. . . \$3.49

For a complete selection of baby carriages, see Sears Mid Spring Catalog

C PAGE 41 . . JUVENILE FURNITURE





## Honeysuckle Mattresses for Cribs and Bassinets . . . buoyantly soft, yet properly firm for Baby's growing body . . . Attractive long-wearing covers . . . economy prices

- Filled with 100% layer felted cotton
- Tufting prevents lumping of filling
- Closely woven juvenile pattern sheeting

Firm buoyant sleeping comfort for baby. Uniformly tufted with deep cotton tufts to prevent shifting or lumping of filling. Covered in attractive juvenile pattern, closely woven cotton sheeting. Bassinet pad seams are double stitched on inside for strength. Pad measures 33x18 in. Crib mattress has durable taped edges. Measurements are 52x28 in.

1 L 08230—Bassinet pad. Shpg. wt. 5 lbs. . . . \$2.95  
1 LM 8226—Crib size. Shpg. wt. 14 lbs. . . . 5.48

- Moisture-resistant pyroxylin-coated cover
- 100% layer felted cotton filling
- Fiberboard center for firmer support

Better sleeping comfort for baby. Fiberboard center assures a smooth, level sleeping surface. Tuftless pink or blue juvenile pattern cover. Long-lasting taped edges. Bassinet pad size is 35x19 in.; ¾-size crib mattress, 46x24 in. Full size crib mattress is 52x28 in. Please state color.

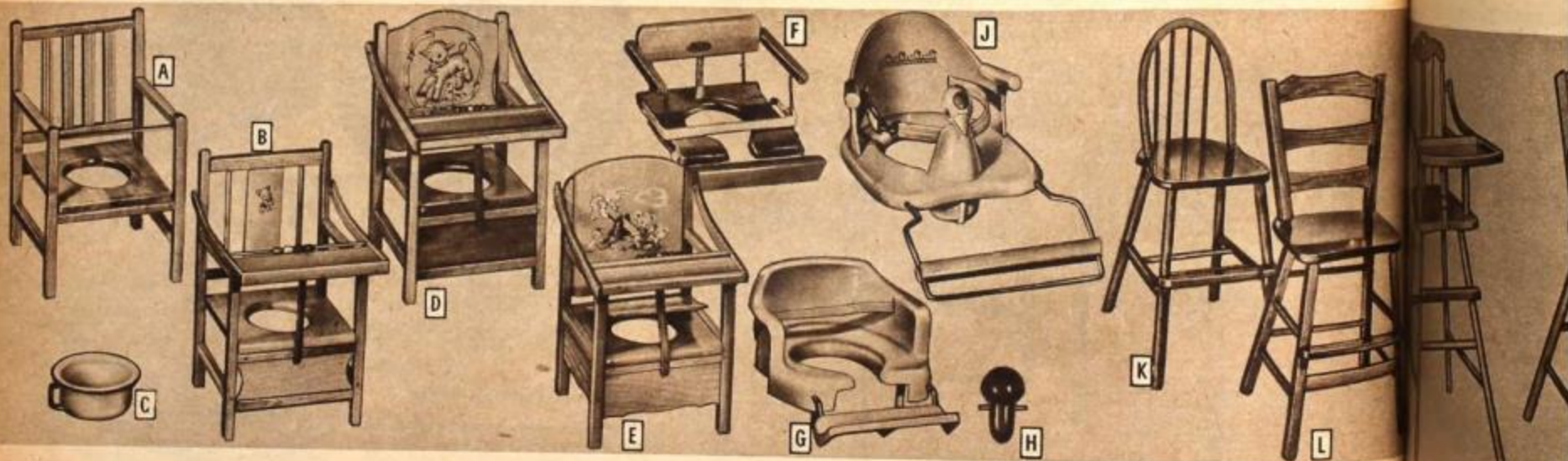
1 L 08290—Bassinet pad. Shpg. wt. 7 lbs. . . . \$3.69  
1 L 08259—Crib ¾ size. Shpg. wt. 14 lbs. . . . 6.95  
1 LM 8233—Full Crib size. Shpg. wt. 16 lbs. . . . 8.95

- Tempered steel coil springs for comfort
- Layer felted cotton with jute pad insulator
- Pyroxylin-coated cover is moisture-resistant

Luxuriously comfortable innerspring mattress, built to give your baby proper sleeping support. Steel coil springs surrounded by soft, layer felted cotton, with jute pad insulator. Pyroxylin-coated, juvenile pattern cover, can be cleaned in a minute with damp cloth. Bound edges. Screened air ventilators. Bassinet size is 18x34 inches. Crib size is 52x28 in.

1 L 08202—Bassinet size. Shpg. wt. 8 lbs. . . . \$4.98  
1 LM 8209—Crib size. Shpg. wt. 19 lbs. . . . 9.95

Crib mattresses shipped freight or express. Bassinet pads and ¾ crib mattresses available. For correct size, measure spring. Full size Crib Mattresses fit cribs with inside measurements 52 to 53 in. long; 28 to 29 in. wide. ¾-size mattresses fit cribs with inside measurements 46 to 47½ in. long; 24 to 25 in. wide. Bassinet pads fit bassinets with inside 35 to 36 in. long; 18 to 20 in. wide.



## Sturdy Honeysuckle Nursery Chairs and Training Seats help form good habits

- A** NATURAL FINISHED CABINETWOOD NURSERY CHAIR. Easy to keep clean. Safety strap. Seat is 10½x11¼ in. Height 20 in.  
1 L 08707—Chair only. Shpg. wt. 7 lbs. Mailable. . . . \$2.79  
1 L 08785—Chair, vessel. Shpg. wt. 8 lbs. . . . 3.25
- B** NATURAL FINISHED HARDWOOD NURSERY CHAIR. Overhead tray, beads. Seat 10x11 in. Height 20 in. Mailable.  
1 L 08732—Chair only. Shpg. unassembled. Shpg. wt. 6 lbs. \$3.79  
1 L 08752—Shipping weight 12 oz. Mailable. . . . 49c
- C** WHITE ENAMELWARE VESSEL. Diameter 7¾ inches.  
1 L 08752—Shipping weight 12 oz. Mailable. . . . 49c
- D** HARDWOOD NURSERY CHAIR. Waxed birch finish. Full panel back. Seat 10½x11¼ in. Overall height 20½ in. Mailable.  
1 L 08735—Chair only. Shipping weight 8 lbs. . . . \$4.98  
1 L 08787—Chair, vessel. Shipping weight 9 lbs. . . . 5.39
- E** OUR FINEST NURSERY CHAIR of golden maple or waxed birch finished hardwood. Full panel back. Hinged lid on 10½x11¼ in. seat. Ht. 20½ in. Mailable. State finish.  
1 L 08764—Chair only. Shipping weight 10 lbs. . . . \$5.79  
1 L 08769—Chair, vessel. Shipping weight 10 lbs. . . . 6.19

- F** LOW PRICED FOLDING TRAINER. Safety strap. Hardwood; golden maple or white enamel finish. Adjustable footrest. Seat 11x9¾ in. Back ht. 5¼ in. Shpg. wt. 5 lbs.  
1 L 08784—Nursery Trainer. State finish. Mailable. . . . \$2.45  
1 L 08780—Same as above but without footrest. State finish. Shipping weight 4 lbs. Mailable. . . . \$1.89
- G** CURVED BACK, WHITE PLASTIC NURSERY SEAT. Adjustable footrest. Seat 10½x9 in. Height 5½ in.  
1 L 08790—Shipping weight 3 lbs. Mailable. . . . \$5.95
- H** Deflector (for boys). Made of sanitary rubber.  
1 L 08737—Shipping weight 6 oz. Mailable. . . . 49c
- J** HARDWOOD NURSERY SEAT. Attractive duck deflector keeps restless hands occupied. Curved back. Blue color, water-resistant finish. Adjustable footrest. Safety strap. Seat, 11x10 in. Back height, 5½ in.  
1 L 08767—Shpg. wt. 3 lbs. Mailable. . . . \$4.69  
1 L 08766—Same as above, no footrests or armrests. Back ht. 4 in. Shipping weight 2 lbs. Mailable. . . . \$3.49

- K** YOUTH CHAIR, with curved back, and footrest. Widespread legs for safety . . . resist tilting. Hardwood in waxed birch or golden maple finish. Seat 13½x14 in. Overall height 34½ in. Height of seat from floor, 20½ in. Shipped freight or express. Shipping weight 9 lbs. Please state finish wanted.  
1 LM 8717—Chair. . . . \$5.95

- L** LARGER STURDIER YOUTH CHAIR, with seven durable leg stretchers. Seat 15x13½ inches. Height of seat from floor, 21½ inches. Overall height 37½ inches. Ladder back. Made of sturdy hardwood in golden maple or waxed birch finish. Widespread legs resist tilting. Shipped freight or express. Shpg. wt. 11 lbs. Please state finish.  
1 LM 8760—Youth chair. . . . \$7.49



**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
JUVENILE  
FURNITURE

**HONEYSUCKLE**  
**JUVENILE**  
**FURNITURE**

Our finest Honeysuckle Innerspring Crib Mattresses for Baby's better comfort . . .  
firmly built with taped edges . . . durable moisture-resistant tuftless covers

- 63 tempered steel coil springs
- Screened air ventilators
- Heavy reinforced border frame

Thick layers of soft 100% felted cotton over jute pad insulator surround flexible steel coils, for baby's proper sleeping support and comfort. Smooth tuftless sanitary ticking cover has juvenile pattern and is pyroxylin-coated to resist moisture. Cleans quickly and easily with a damp cloth. Durable taped edges made to take the wear that many turnings and cleanings give. Size is 52x28 inches.

1 LM 8210—Shipping weight 21 lbs. . . . . \$11.95

- 98 tempered steel coil springs
- Rubberized fiber insulator
- Moisture-resistant tuftless cover

Constructed for the comfort your baby needs . . . and the firm support you want his growing body to have. Exactly like a fine adult size mattress, with a strong border frame and 98 coils of tempered steel. Well insulated and padded with layers of 100% felted cotton, and rubberized fiber. Gay juvenile pattern cover is pyroxylin-coated. Taped edges. Screened air ventilators. Size 52x28 in.

1 LM 8249—Shipping weight 24 lbs. . . . . \$14.95

- 98 tempered steel coil springs
- Fluffy layers of lamb's wool padding
- Screened air ventilators on sides

As comfortable as Mother's arms . . . Soft layers of lamb's wool hold baby gently, firmly . . . for more restful sleeping comfort. Flexible rubberized hair insulator around 98-coil innerspring unit. Pyroxylin-coated, moisture-resistant cover has juvenile pattern. Tuftless construction. Strong border frame prevents shifting or lumping of filling. Four convenient handles for easy lifting. Size is 52x28 in.

1 LM 8201—Shipping weight 19 lbs. . . . . \$18.95

All items listed on this page shipped freight or express from stock



Safe, Comfortable . . . Tilt-resistant Honeysuckle High Chairs . . .

Sturdy high chair comfort for your growing child at an easy to afford low price. Widespread legs have four stretchers, resist tilting by active child. Safety strap prevents baby standing up or slipping out of seat. Smoothly sanded hardwood, in non-poisonous waxed birch finish. Convenient overhead style tray. Stationary footrest. Attractive juvenile decoration on shaped back. Seat is 15x13 1/4 in. Overall height is 39 inches. Shipping weight 13 lbs.  
1 LM 8740 . . . . . \$5.49

Low priced panel back high chair, with built in features that make this chair a real value. Stain-resisting finish makes tray easy to clean. No tiny cracks or crevices to catch and hold dust or dirt. Safety strap keeps baby from falling or slipping out of seat. Movable footrest may be adjusted to fit baby's growth. Made of hardwood, finished in safe, non-poisonous golden maple or waxed birch. Seat is 15x12 1/4 in. Overall ht. 38 1/4 in. Shpg. wt. 20 lbs. State finish.  
1 LM 8759 . . . . . \$8.85

Full panel back high chair. Comfortable draft resistant support for baby. Adjustable 3-position tray is stain resistant. Footrest may be adjusted as baby grows. Safety strap prevents baby standing up. Widespread legs resist tilting and have seven sturdy leg stretchers. Durable hardwood construction, in safe non-poisonous golden maple or waxed birch finish. Roomy seat is 15x12 1/4 in. Overall height is 39 1/4 in. Shipping weight 25 lbs. State finish.  
1 LM 8761 . . . . . \$12.85

Deluxe high chair, with padded back, sides and seat, for baby's comfort. Removable cushions covered in red artificial leather, clean easily with damp cloth. 3-position deep adjustable plastic tray resists nicks and stains. Adjustable footrest. Hardwood in non-poisonous golden maple or waxed birch finish. Seat, 15 1/4 x 11 1/4 in. Ht. 38 in. State finish.  
1 LM 8753—Chair, cushion. Shpg. wt. 26 lbs. . . . \$15.95  
1 LM 8731—Chair only, with decal on back. Shpg. wt. 24 lbs. . . . \$11.95

Deluxe two-way high chair . . . Between meals, chair may be converted to low, safe play table. Inquisitive hands and wandering feet are safely out of mischief between meal-times. Colored beads decoration. Deep rim on table holds toys . . . saves bending for mother. 3-position adjustable plastic tray resists nicks and stains. Adjustable footrest. Red artificial leather cushion on back and sides may be cleaned in a second . . . with damp cloth. Safe, non-poisonous golden maple or waxed birch finished hardwood. Safety strap prevents baby standing up in chair. Seat 14 1/2 x 12 1/4 in. Overall ht. 38 1/4 in. Play table top is 19x15 inches. Shpg. wt. 31 lbs. and 29 lbs. Please state finish.  
1 LM 8792—Chair with cushion . . . \$19.95  
1 LM 8765—Chair only . . . . . 14.95

It's convenient to buy Baby's needs on Sears Easy Terms . . . For details see inside back cover

C<sub>3</sub> PAGE 43 . . JUVENILE FURNITURE



FOR A CONTENTED BABY

## NURSERY NEEDS



### Fun!...Cradle Bounce Exerciser easy to attach to crib or pen

A fascinating, new toy, designed to amuse the little ones and permit them to release their boundless energy. Strengthens tiny muscles by exercise... keeps baby happily occupied, giving Mother more free time. Cotton-stuffed ball, about 5½ in. long, is covered with coated fabric in eye-appealing colors. (Wipe it clean with a damp cloth.) Hangs from cord with two jingling, shiny metal bells. Plastic-covered coil spring makes it bounce. Natural finish wood clamp for attaching to crib or play pen.

49 L 4458—Shpg. wt. 1 lb. 10 oz. .... \$1.79



### Colorful, durable Toys to entertain the little ones

**A** COLORFUL 3-PC. TOY SET: Plastic teether with klik-klak; plastic roly poly, about 4 in. high; wood bead doll with plastic discs, about 7 in.  
49 L 4437—Shpg. wt. 12 oz. .... Set 97c

**B** COLORFUL 5-PC. PLASTIC GIFT SET: Floating duck, ball, roly poly, doll and rattle. Sizes range from ball 2½ in. diam. to rattle 7½ in. long.  
49 L 4432—Shpg. wt. 1 lb. 3oz. Set \$1.29

**C** FLEXIBLE, SYNTHETIC RUBBER POOCHIE whistles when squeezed to delight baby. About 5½ inches high. Attractively colored.  
49 L 4409—Shipping wt. 6 oz. .... 63c

**D** QUACKY DUCK FAMILY waddles as pulled along. Mama "quacks." Four brightly colored wood bodies; soft beaks. 13 in. long overall.  
49 L 5430—Shpg. wt. 1 lb. .... \$1.17

**E** MUSICAL PLASTIC RATTLE makes tinkling sound when baby shakes it. 6¾ inches long. Baby colors.  
49 L 4428—Shipping wt. 6 oz. .... 49c

**F** BOUNCING INFLATED BALLS, made of ¾ natural and ¼ synthetic rubber. Assorted colors, designs.  
49 L 4467—3-in. size. Shpg. wt. 4 oz. 29c  
49 L 4469—5-in. size. Shpg. wt. 6 oz. 69c  
49 L 4470—6-in. size. Shpg. wt. 1 lb. 89c

### Plastic Nursery Aids

**G** PLASTIC BLANKET FASTENERS to hold blankets securely in place... to keep baby snugly covered. Spring-action jaws of ducky clips close firmly, lock easily. Ribbons for tying to crib. Washable. Assorted colors. Shipping weight 4 ounces.  
49 L 4442.....Pair 89c

**H** PLASTIC TRAINING CHAMBER. Has comfortable, wide-flared rim; easy-grip handle. Smooth, durable, easy-to-clean. Ass't'd pastel colors. 7¼ inches in diam.  
49 L 4527—Shpg. wt. 1 lb. .... 94c



### Metal Baby Budget Bank

Save for baby's needs! 9x3x2½ in. box has 4 removable money containers with slots; trinket compartment. Card of 25 saving fund titles included. Lock and key. Frame for baby's picture on top of bank. Assorted pastel colors.  
49 L 6443—Shpg. wt. 1 lb. 8 oz. 89c

### Plastic Auto Transport

Ideal for tiny tots! Detachable trailer carries 3 small cars. Ramp at rear lowers for unloading lower deck. 6 easy-rolling wheels. Made of easy-to-clean smooth plastic in assorted colors. About 10 inches long, 1¾ inches wide overall.  
49 L 6428—Shpg. wt. 4 oz. .... 57c



### Save time and trouble every day with these convenient Feeding Aids

**J** 4-PIECE PLASTIC FEEDING SET. Baby will enjoy his meals more when he has his own dishes. 7½-in. diam. three-section dish, decorated mug, about 2½ in. high, fork and spoon made of sturdy plastic.  
49 L 4505—Assorted colors. Shpg. wt. 12 oz. .... Set 79c

**K** HOT WATER PLATE. Has compartment for hot water to keep baby's food warm. Made of cream-colored glazed porcelain, decorated with gay nursery pictures. Cork stopper. Three-section plate 8 in. diam.  
49 L 4508—Shipping weight 3 pounds. .... \$1.98

**L** 4-PC. HOT WATER PLATE SET. Three-section plate with hot water compartment and mug made of cream-colored glazed porcelain, decorated with gay nursery pictures. 8-inch diameter plate has cork stopper. Fork and spoon made of durable plastic.  
49 L 4512—Shipping weight 4 lbs. .... 4-pc. set \$2.79

**M** 2-PIECE TABLEWARE SET WITH CATALIN PLASTIC HANDLES. Solid stainless steel tines and bowls. 4¾-inch spoon and 5-inch fork. Choice of red or blue handles. State color wanted.  
9 L 9801—Shipping wt. 4 oz. .... 2-piece set 79c

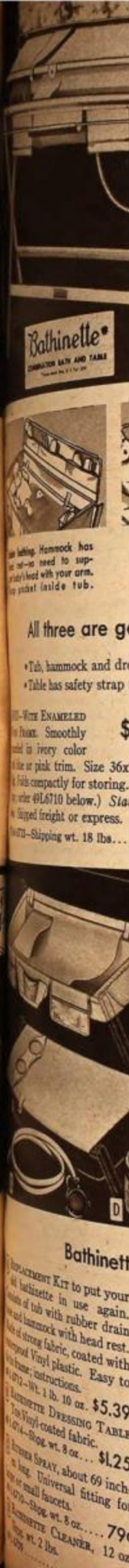
**N** 2-PIECE SET WITH LUCITE PLASTIC HANDLES. Solid stainless steel tines and bowls won't rust or tarnish. Gay, transparent handles have hand painted duck design. 5-in. spoon and 5-in. fork. Red, white, or blue handles. State color.  
9 L 9803—Shpg. wt. 4 oz. .... 2-piece set \$1.39

**P** 3-PIECE SET WITH CATALIN PLASTIC NAPKIN HOLDER AND HANDLES. Napkin holder is also a toy... shaped like a Scottie dog. Stainless steel tines and bowls won't rust or tarnish. Fork is 5 inches long; spoon 4¾ inches; napkin holder is 2½ x 2¾ inches. Napkin holder and handles are of red or blue Catalin plastic. State color.  
9 L 9804—Shpg. wt. 6 oz. .... 3-piece set 98c

**R** KENMORE ELECTRIC STERILIZER... steam sterilizes 7 baby bottles, 12 nipples, 12 caps and a funnel at one time (these items not included). Individual jets of steam sterilize each bottle. Add water as directed, current shuts off automatically when water evaporates. Polished Aluminum Top. Odorless plastic base. Cord. 110-120 volt AC. 575 watts. UL approved.  
34 L 6854—Kenmore Sterilizer. Shpg. wt. 4 lbs. .... \$4.49

**S** GOOD KENMORE AUTOMATIC BOTTLE WARMER. Heats baby bottle, shuts off when water boils away. 110-120 volt AC. 350 watts. (Bottle not incl.)  
34 L 6864—UL approved. Shpg. wt. 2 lbs. 10 oz. .... \$1.69

**T** BEST KENMORE AUTOMATIC ELECTRIC BOTTLE WARMER. Deeper, heats faster, more evenly. Includes Vaporizer Cover to produce steam for treating colds. Plastic handle. Safe to wash. 110-120 volt AC. 350 watts. UL approved. (Bottle not incl.)  
34 L 6857—Warmer-Vaporizer. Shpg. wt. 3 lbs. 2oz. .... \$2.39



**Bathinette**  
COMBINATION BATH AND TABLE

All three are ge

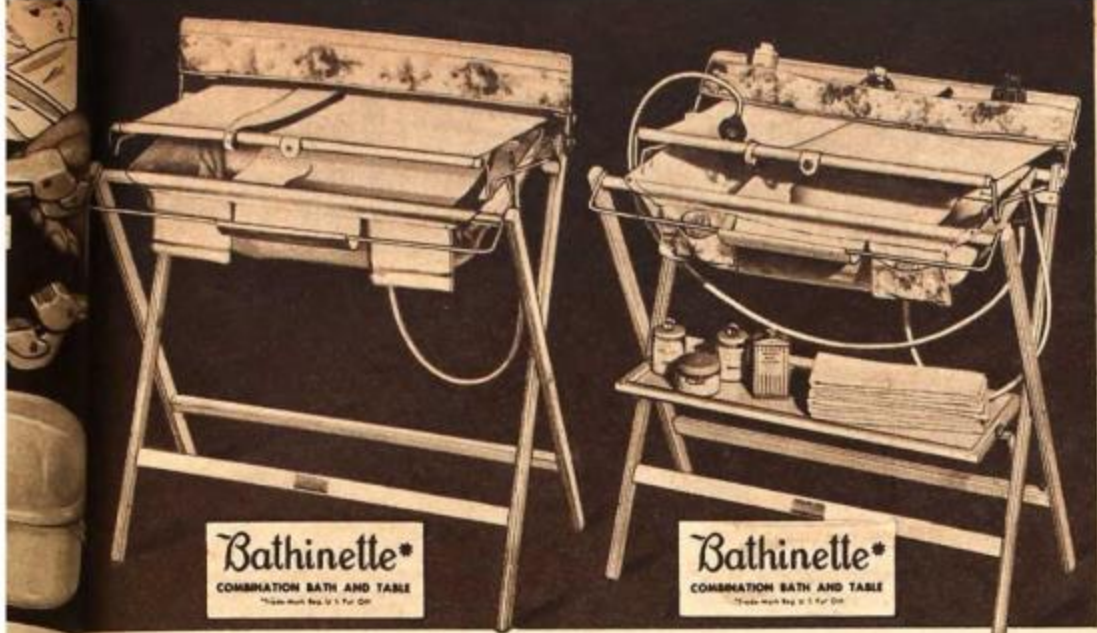
•Tub, hammock and dre  
•Table has safety strap t

NOTE ENAMELED  
Smoothly  
in ivory color  
on pink trim. Size 36x  
fields compactly for storing.  
49L6710 below.) Stat  
Shipping freight or express.  
Shipping wt. 18 lbs. ....

Bathinett

REPLACEMENT KIT to put your  
Bathinette in use again.  
of tub with rubber drain  
and hammock with head rest.  
of strong fabric, coated with  
Vinyl plastic. Easy to  
clean; instructions.  
BATHINETTE DRESSING TABLE  
Vinyl-coated fabric.  
49L6710—Shpg. wt. 8 oz. .... \$1.25  
BATHINETTE SPRAY, about 69 inch-  
long. Universal fitting for  
tub or small faucets.  
49L6710—Shpg. wt. 8 oz. .... 79c  
BATHINETTE CLEANER, 12 oz.  
49L6710





FOR BATHING BABY THE EASY WAY

**Bathinette®**  
COMBINATION BATH AND TABLE  
Trade Mark Reg. U. S. Pat. Off.



**Easier bathing.** Hammock has head rest—no need to support baby's head with your arm. Soap pocket inside tub.



**Easier rinsing.** New side clamp supports hose while in use. Dressing table top acts as splash guard.



**Easier drying, dressing.** Towels, powder, oil, diapers—everything within reach. Even a fabric tray for pins.

All three are genuine "Bathinettes" . . . all have these convenient features to lighten your work

- Tub, hammock and dressing table top of waterproof, Vinyl plastic-coated fabric—easy to clean
- Dressing table lifts and lowers with one hand
- Table has safety strap to hold baby; tub has 25-in. hose for draining
- Colorful cretonne pockets on splash guard and towel bar for bath supplies

**GOOD—WITH ENAMELED WOOD FRAME.** Smoothly enameled in ivory color with blue or pink trim. Size 36x20x41 in. high. Folds compactly for storing. (Has no spray; order 49L6710 below.) *State color of trim.* Shipped freight or express.  
79 LM 6723—Shipping wt. 18 lbs. . . . \$11.85

**\$11.85**

**BETTER—WITH ENAMELED WOOD FRAME, TRAY, SPRAY.** Tray of Masonite presdwood and wood for towels, diapers, toilet articles. Rubber spray for rinsing baby, filling tub. Size 36x20x41 in. high. Folds for storing. Enameled ivory color with blue or pink trim. *Please, state color of trim.*  
79LM6725—Shpg. wt. 19 lbs. Freight or express. \$14.59

**\$14.59**

**BEST—WITH MAGNESIUM FRAME, TRAY, AND SPRAY.** Magnesium, the new silver-like wonder metal—lastingly beautiful—lighter—stronger—easier to clean. Can take hard knocks, yet remains unmarred. Steady rubber-tipped legs. Tray of enameled Masonite presdwood and wood, rubber spray. Size 36x20x41 inches high. Folds for easy storing. Shipped freight or express.  
79 LM 6731—Shipping weight 18 pounds . . . . . \$16.95

**\$16.95**



Bathinette Accessories . . . Baby Baskets for home and auto . . . Comfortable Pads

- A REPLACEMENT KIT** to put your old bathinette in use again. Consists of tub with rubber drain hose and hammock with head rest. Made of strong fabric, coated with waterproof Vinyl plastic. Easy to tie to frame; instructions.  
49 L 6712—Wt. 1 lb. 10 oz. **\$5.39**
- B BATHINETTE DRESSING TABLE TOP.** Vinyl-coated fabric.  
49 L 6714—Shpg. wt. 8 oz. . . **\$1.25**
- C RUBBER SPRAY**, about 69 inches long. Universal fitting for large or small faucets.  
49 L 6710—Shpg. wt. 8 oz. . . **79c**
- D BATHINETTE CLEANER**, 12 oz. Shpg. wt. 2 lbs.  
49 L 6709 . . . . . **49c**

- E THRIFT-PRICED BASKET.** Made of sturdy V-bias splint with wood reinforced fiberboard bottom. Has strong handles for easy carrying. Grand for taking baby along in the auto, too. Size about 32x18x12 inches high. Smooth ivory color enamel finish with attractive pastel color trim. Shpg. wt. 7 lbs.  
79 L 06761 . . . . . **\$3.45**
- F BASKET LINING WITH REMOVABLE PAD.** Lining of washable cotton crinkle crepe with tie ribbons—floral prints in assorted colors. Plump 13x27-in. cotton felt pad covered with water-repellent plastic material. Fits all baskets shown on this page  
49 L 6755—Shpg. wt. 2 lbs. 8 oz. **\$3.95**

- G BASKET ON HARDWOOD STAND.** Easy to roll from room to room on quiet casters. Strongly braced legs fold for use in auto. Basket of V-bias weave splint with wood-reinforced fiberboard bottom. Has handles for carrying. About 32x18x12 in. high; 28 in. high overall. Smoothly enameled in ivory color with pastel trim.  
79 L 06717—Shpg. wt. 13 lbs. . **\$5.55**
- H WATER-REPELLENT, CUSHIONY PAD.** 13x27 in., fits all baskets on this page. Coated cotton fabric covering is easy to wipe clean. Cotton-felt filling. Nursery prints, assorted colors.  
49 L 6735—Shpg. wt. 2 lbs. . . . **\$1.49**

- \$6.95** **DE LUXE FIBER BASKET.** This beautiful basket is very durable. **\$8.25** **With hood**  
Made of fine quality woven fiber, lined with sheet fiber. Reinforced edges have attractive braided fiber trim. Has wood-reinforced woven splint bottom. Woven fiber hood is adjustable. Sturdy handles for carrying. Strongly braced beaded hardwood legs fold for use in auto. Easy to roll on quiet casters. Size of basket about 34x19x12 1/2 inches high. Overall height without hood 28 inches. Smooth ivory color enamel finish, pastel trim. Shipped freight or express.  
79 LM 6715 — BASKET WITHOUT HOOD. Shpg. wt. 14 lbs. . . . . **\$6.95**  
79 LM 6706 — BASKET WITH HOOD. Shipping wt. 16 lbs. . . . . **\$8.25**

For Sears Easy Terms, see inside back cover.

PBC PAGE 45 . . BATHINETTES



# NURSERY NEEDS

ONLY 10% DOWN-EASY TERMS



Folds for storing.  
Rolls easily on  
swivel casters

## Folding Play Yard with casters, picture panel and play beads

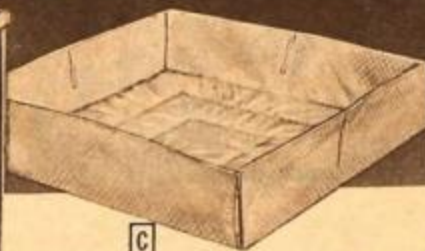
Has easy-rolling swivel casters, attractive picture panel and colorful play beads—usually found only in much higher priced play yards. Casters make it easy to move yard around... raise floor  $3\frac{1}{2}$  inches to protect baby from drafts. Constructed of strong seasoned hardwood; sanded smooth; varnish finish. Strongly reinforced concealed-nail floor. Sets up in a jiffy... no assembling necessary. Parts are securely hinged. Yard folds compactly for easy storing and carrying. Size  $38\frac{1}{2} \times 38\frac{1}{2} \times 26$  inches high. Include a pad in your order! 79 L 06795—Shpg. wt. 30 lbs. Mailable..... \$10.79

For Sears Easy Terms, see inside back cover

**\$10.79**



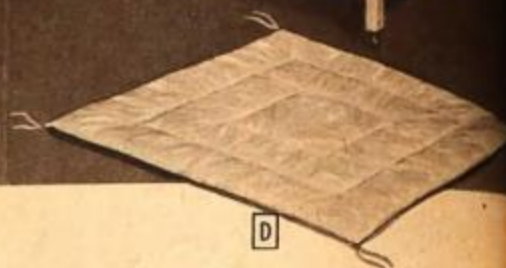
A



C



B



D

Indoor-outdoor Play Yards to guard baby while you are busy—fold easily for storing. Cushiony, easy-to-clean Play Yard Pads

## A Budget-priced Play Yard **\$8.49**

Sturdily built of seasoned hardwood, sanded smooth, varnish finish. Has reinforced concealed-nail floor. Easy to set up... no assembling necessary. Parts are securely hinged. Yard folds compactly for easy storing and carrying. Size  $38\frac{1}{2} \times 38\frac{1}{2} \times 23\frac{3}{4}$  inches high. 79 L 06792—Shipping wt. 28 lbs. Mailable..... \$8.49

For other Baby Furniture and Carriages see pages 40 to 43

## C Plastic-covered No-Draft Pads **\$5.79** 38-in.

For maximum protection and comfort! 9-inch quilted folding shields tie to sides of yard to keep out drafts and dust. Bottom has plump cotton-felt filling. Waterproof Vinyl plastic is easy to wipe clean. Has plastic tie tapes. Assorted baby colors.

49 L 6743—38x38-inch size. Fits yards 79 L 06795 and 79 L 06792. Shipping weight 4 pounds..... \$5.79  
49 L 6745—40x40-inch size. Fits yard 79 L 06796. Shipping weight 4 pounds..... \$5.98

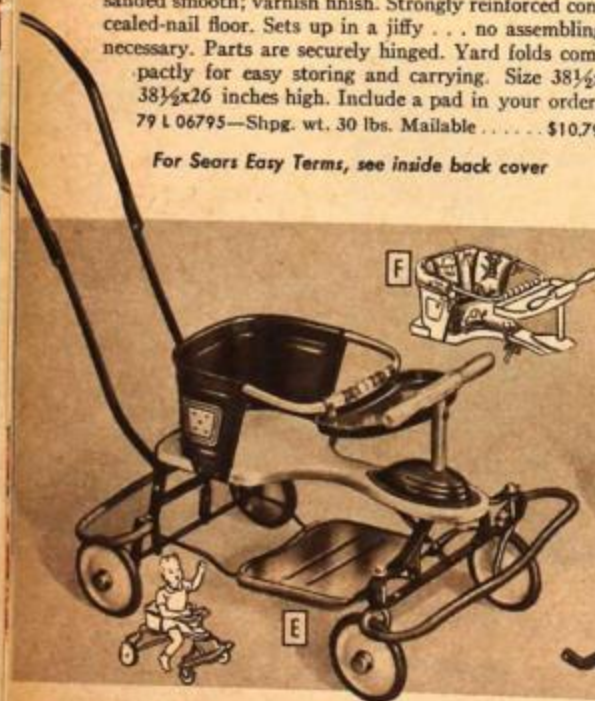
## B De luxe Play Yard with legs **\$13.45**

Exceptionally strong and durable! Has four staunch corner post legs with easy-rolling swivel casters that raise floor 5 inches above ground to protect baby from drafts and dirt. Extra roomy:  $40 \times 40 \times 32$  inches high. Colorful picture panel and play beads. Built of seasoned hardwood; sanded smooth; natural varnish finish. Strongly reinforced concealed-nail floor of  $\frac{3}{4}$ -in. plywood, enameled blue, has nursery decorations. Easy to set up; no assembling necessary. All parts securely hinged. Folds for easy storing and carrying. Shipped by freight or express. 79 L 06796—Shipping weight 40 lbs..... \$13.45

## D Plastic-covered reversible Pad **\$3.39**

Plump cotton-felt filling. Waterproof Vinyl plastic can be wiped clean with a damp cloth. Neatly bound edges; plastic tie tapes. Assorted baby colors. Fits all three play yards shown on this page.

49 L 6760—40x40-inch size. Shpg. wt. 3 lbs. 6 oz. \$3.39



## E Our best 2-in-1 Baby Walker-Stroller **\$6.98**

• Four easy-rolling  $5\frac{1}{2}$ -inch double-disc wheels, rubber tires  
• Coil spring on rear axle to cushion shocks. Wood play beads  
• Tubular steel handle. Rubber-covered front and rear bumpers  
Rugged steel construction; shaped wood seat and grip handle. Without handle and foot pan, stroller becomes a grand walker for baby. Smooth blue and ivory color enamel finish. Overall length 28 in. Handle  $35\frac{1}{4}$  in. from floor. Easy to assemble. 79 L 07510—Shipping weight 18 pounds..... \$6.98

F 49 L 7501—COTTON-FILLED QUILTED PAD fits both walkers. Coated cotton fabric. Ass't'd colors. Shpg. wt. 14 oz. \$1.09

46... SEARS, ROEBUCK AND CO. C



Push or pull stroller...  
handle fits on either end

## F Bargain-priced Walker-Stroller **\$4.39**

Push it or pull it—handle can be attached at either end! Without handle and foot pan it's a fine walker in which baby can push himself along. Steel construction with shaped wood seat and grip handle. Has  $5\frac{1}{4}$ -inch rear wheels,  $2\frac{3}{4}$ -inch front wheels—all with rubber tires. Rubber-covered front bumper. Blue and ivory color enamel finish. Overall length  $22\frac{3}{4}$  inches. Handle  $31\frac{1}{2}$  inches from floor. Easy to assemble. 79 L 07520—Shipping wt. 13 lbs..... \$4.39

Buy all your Baby Needs by mail at Sears—pay by the month on Easy Terms. See inside back cover



## G 2-in-1 Steel Rocker-Swing for tots **\$6.29**

Ideal for year 'round use, indoors and out. Actually two playthings in one... twice the fun! Gentle swinging action. Seat has comfortable back and arm rests, and safety strap. Can be detached and used as rocker, too. Rigid stand has rubber tips to protect floors from scratches—can be removed for outdoor use. Made of strong steel; durable baked-on enamel finish in bright colors. Patented socket construction... sets up in a few minutes. Size of seat  $10\frac{1}{2} \times 11\frac{1}{2}$  inches wide. Overall height about 50 inches. 79 L 06729—Shipping weight 17 pounds..... \$6.29

Seat can be detached  
and used in auto

Comfortable Swings  
fold for storing. N

Swing \$5.98

SEARS AUTO SEAT SWING

SEARS AUTO SEAT SWING  
Ideal for  
outdoor use. Remove  
suspension straps,  
attach a fine auto seat  
belt. Made of durable  
steel; bound edges.  
Adjustable extension  
arm rests; safety  
straps. Steel  
construction. 7 in. deep  
rubber-tipped, rigid fiber  
padding. 11 1/4 inches overall.  
Adjustable suspension straps  
attach to sturdy, rubber-tipped  
edges. Enamel finish.  
Overall height about 50 inches.  
Shpg. wt. 14 lbs. \$5.98

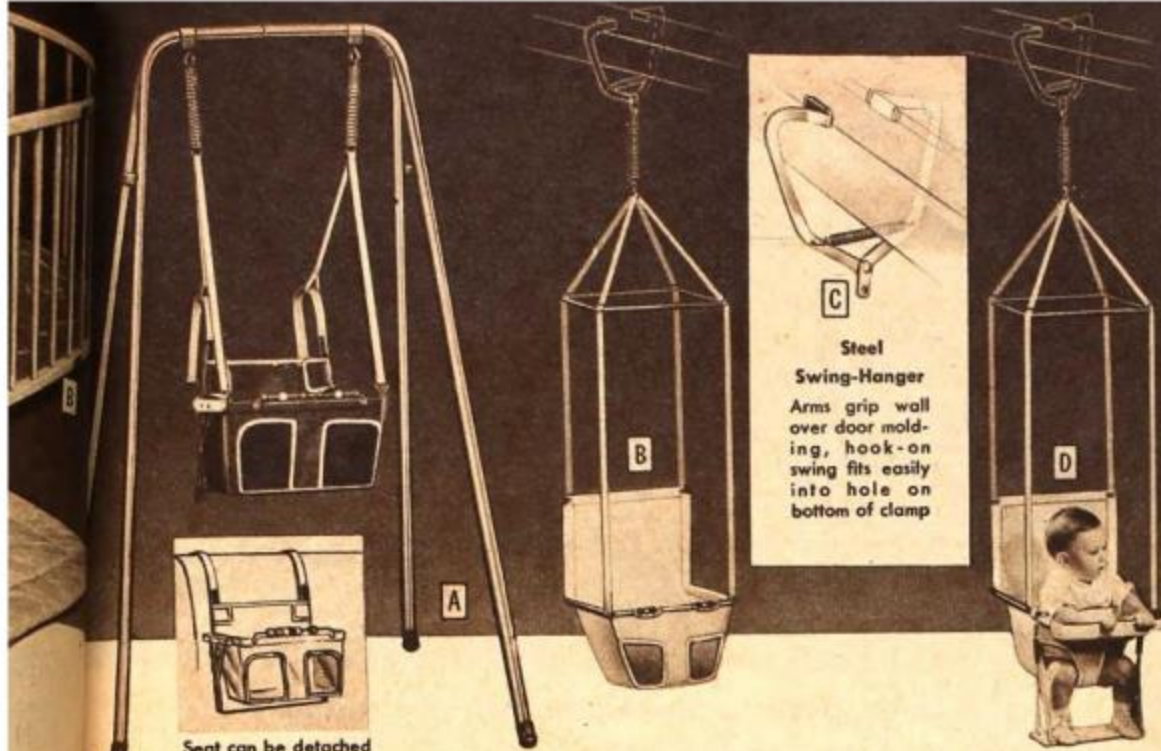
Rocker can  
be used separately

Swing Safety Gates

Swing Safety Gates  
... and porches...  
baby. Made of sea-  
soned wood, smoothly fin-  
ished. 22 in. high. Safety  
gate. Extends  
... 4 lbs. \$1.42  
... 6 lbs. \$1.79  
... 8 lbs. \$2.29  
... 10 lbs. \$2.79  
... 12 lbs. \$3.29  
... 14 lbs. \$3.79  
... 16 lbs. \$4.29  
... 18 lbs. \$4.79  
... 20 lbs. \$5.29  
... 22 lbs. \$5.79  
... 24 lbs. \$6.29  
... 26 lbs. \$6.79  
... 28 lbs. \$7.29  
... 30 lbs. \$7.79  
... 32 lbs. \$8.29  
... 34 lbs. \$8.79  
... 36 lbs. \$9.29  
... 38 lbs. \$9.79  
... 40 lbs. \$10.29  
... 42 lbs. \$10.79  
... 44 lbs. \$11.29  
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... 48 lbs. \$12.29  
... 50 lbs. \$12.79  
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... 74 lbs. \$18.79  
... 76 lbs. \$19.29  
... 78 lbs. \$19.79  
... 80 lbs. \$20.29  
... 82 lbs. \$20.79  
... 84 lbs. \$21.29  
... 86 lbs. \$21.79  
... 88 lbs. \$22.29  
... 90 lbs. \$22.79  
... 92 lbs. \$23.29  
... 94 lbs. \$23.79  
... 96 lbs. \$24.29  
... 98 lbs. \$24.79  
... 100 lbs. \$25.29

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F 49  
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bin  
stri  
49





**Steel Swing-Hanger**  
 Arms grip wall over door molding, hook-on swing fits easily into hole on bottom of clamp



Seat can be detached and used in auto

"TOTSEAT" FOR NURSERY AND CAR



Base fits between car seat cushion

Comfortable Swings with bouncing action that babies love . . . all fold for storing. New hanger . . . no hooks, no screws required

**A New 2-in-1 Swing \$5.98**

Now! AN AUTO SEAT SWING WITH METAL STAND! Ideal for indoor-outdoor use. Remove swing from suspension straps, and you have a fine auto seat for baby. Made of durable cotton fabric; bound edges. Smooth wood arm rests; safety strap; bright play beads. Steel frame has adjustable extension to keep seat level in car. Rubber-covered hooks. 7 in. deep seat has removable, rigid fiber insert. 14x11½ inches overall. Strong web suspension straps with compression type steel springs. Steady, rubber-tipped tubular stand, enamel finish, about 52 inches high. 79 L 06722—Shpg. wt. 14 lbs. \$5.98

**B Economy Swing \$1.59**

Made of washable bleached cotton over steel frame. Strong web suspension straps, safety hook, and compression-type spring. For babies up to 18 months old. Hanger not included, see below. 49 L 6721—Shpg. wt. 2 lbs. \$1.59

**D De luxe Swing \$2.15**

Has enameled wood foot rest for added comfort and a roomy play tray for baby's toys with colorful play beads. Comfortable seat and play tray made of sturdy, washable cotton fabric; strong steel frame. Stout web suspension straps, safety hook, and compression-type steel spring. For babies up to 18 months old. Swing hanger not included. Order 49 L 6775.

**C Hanger for Swings 85c**

Use this handy, safe hanger for any suspension swing in any doorway . . . no holes to bore, no hooks to screw in! Put swing up or take it down in a jiffy. Rubber-tipped steel arms with spring tension, grip wall over door molding. Tested to hold 160 lbs. 11 inches long. 49 L 6775—Shpg. wt. 10 oz. . . 85c

49 L 6750—Shpg. wt. 3 lbs. \$2.15  
 49 L 6705—SWING WITHOUT FOOT REST. Otherwise same as above. Shpg. wt. 1 lb. 4 oz. \$1.79  
 Shop in comfort, buy your baby needs by mail at Sears, pay on Easy Terms. See inside back cover

**Spring frame for rocking chair action**

Baby will love to play and bounce in this chair. He'll be safe and comfortable while you're busy. Makes an ideal auto seat, too. Steady metal base, spring frame. Removable seat and play tray made of strong, washable cotton fabric, neatly bound. Seat can be raised as baby grows. Size 21½x24 inches high overall. Assorted colors. Easy to set up. 79 L 06733—Screws included. Shpg. wt. 10 lbs. . . . \$5.19

49 L 6753—EXTRA CLOTH SEAT AND PLAY TRAY. Use while other is being laundered. Shpg. wt. 6 oz. . . . \$1.49

**Handy Nursery Stool \$1.49**

Helps tots reach wash basin, etc., makes foot stool for mother. Strong ¾-inch thick plywood, red enamel finish. Gay decal on 11½x6½-inch top. Tapered legs; 6¾ inches high. Easy to assemble; screws included. 49 L 8454—Shpg. wt. 3 lbs. . . \$1.49



**Folding Safety Gates**

For doorways and porches . . . to guard baby. Made of seasoned wood; smoothly finished and varnished. Safety lock. 32 in. high extended. 79 L 06777—Extends 3 ft. Shpg. wt. 4 lbs. . . \$1.42  
 79 L 06778—Extends 6 feet. Shipping wt. 6 lbs. . . \$1.79  
 79 L 06779—Extends 9 feet. Shipping wt. 8 lbs. . . \$2.29  
 Shop at Sears and save!



**Baby Auto Seats with new, extra long hangers to fit new cars**

**E GOOD**—Cotton fabric; bound edges; steel frame. Safety strap; wood arm rests. 7-in. deep seat, fiber insert. Asst'd colors. 49 L 6702—13¾x10¾ in. overall. Folds. Shpg. wt. 3 lbs. . . \$1.85  
**F BETTER**—Steel frame adjustable to keep level in car. Sturdy cotton fabric; bound edges. Rubber-covered hangers. Safety strap; play beads. 7-in. deep seat; removable fiber insert. Asst'd colors. 49 L 6787—14½x11 in. overall; folds. Shpg. wt. 4 lbs. 4 oz. \$2.29  
**G BEST**—New! Completely padded with soft cotton. Durable plastic-coated fabric inside and out, wipes clean. Neat piping and binding. Strong steel frame folds. Rubber-covered hangers. Safety strap; colorful play beads. 7-in. deep seat; fiber insert. 49 L 6765—15½x13 in. overall. Asst'd colors. Shpg. wt. 5 lbs. \$4.59

**Auto Bed-Play Chair**

**H** A well-made, convenient auto bed at a thrifty price. Made of sturdy water-repellent cotton fabric; steel frame with folding legs. Safety strap. Ideal for outings. Easy to convert into play tray with seat for use at home. About 30½x14½x14½ in. high. Asst'd colors. Shpg. wt. 8 lbs. 79 L 06786 . . . \$3.75

**De luxe Auto Bed-Seat with Pad**

**J** Made of durable, water-repellent cotton fabric. Steel frame with folding legs. Fabric-covered steel hooks. Enameled wooden arm rests; safety strap. Water-repellent cushiony pad filled with cotton-felt. Handy for use as bassinet when visiting. Easy to convert into chair or auto seat. 31x14½x16 in. high. Asst'd colors. 79 L 06788—Shpg. wt. 10 lbs. \$6.79



## INFANTS' GOODS

**HONEYSUCKLE**  
THE RIGHT WAY  
TO SAY  
INFANTS'  
NEEDS



Mother, let this new automatic steam-type electric sterilizer perform the troublesome bottle-washing job. You'll marvel at its speed and efficiency. Simply put water in the base, bottles in the rack, and plug it in. When the bottles are sterilized, it shuts off automatically. White porcelain base, polished aluminum cover. Metal rack (7-inch diam.) holds 7 bottles, any type; or 6 bottles and nipple container. For 110-120 volt A.C. only. 5-ft. cord. Approved by Underwriters' Laboratories. Bottles and nipples not included.

8 L 2025—Shipping weight 7 pounds 6 oz. . . . . \$4.49



**A COMPLETE FEEDING UNIT.** All your baby-feeding essentials in one package—containing sixteen pieces. A gleaming white porcelain-enamel kettle-type sterilizer with rack for seven bottles; 7 narrow-mouth, 8-ounce Pyrex bottles; 7 Faultless nipples; and 1 box of Quicaps bottle caps (160 caps and 80 cardboard collars . . . the collars hold cellophane squares over bottle openings). A practical gift for the young mother!

**8 L 2015—**Shipping weight 5 pounds. . . . . **\$4.49**

8 L 2015—Shipping weight 5 pounds.....	\$4.49
--	--------

**B STEAM-TYPE STERILIZER.** Gives bottles a quick and thorough washing. Sterilizes bottles and nipples at the same time, and gives each bottle a bath of live steam. Metal tube extends inside each bottle, carrying the steam to inner surfaces. Aluminum sterilizer with nipple jar in center for nipples and caps; large pan to hold the boiling water. Rack  $8\frac{1}{4}$  inches in diameter, holds six standard-size bottles (not included).

8 L 2009—Shipping weight 2 pounds.....	\$2.19
--	--------

**[C] ELECTRIC BABY FOOD WARMER.** Heat baby's food in this dish right before his mealtime . . . no need to bother with pans! Simply fill the base with cold water, plug it in . . . and in a few seconds the food will be warm. Porcelain dish with three compartments; sides shaped so baby can spoon his food easily. *State color* blue or pink. About 8½x6½ in. overall. For 110-120 volt A.C. only. 5-ft. cord. Approved by Underwriters' Lab., Inc. 8 L 2077—Shipping weight 3 pounds. . . . . **\$3.25**

**D E F** ELECTRIC BOTTLE WARMERS. All operate automatically, and all have vaporizers (for vaporizing medicant). 5-foot cords. For 110-120 volt A.C. only. Approved by Underwriters' Laboratories, Inc. Gift boxed. Bottles not included.

**D** Ivory-color porcelain with baked-on nursery figure design. Shpg. wt. 11 ounces.

**E** Streamlined porcelain bottle warmer. Convenient handle. Deeper than (D) .. heats more uniformly. *State choice* pink or blue. 8 L 2037—Shpg wt 2 lbs. 4 oz. \$2.98

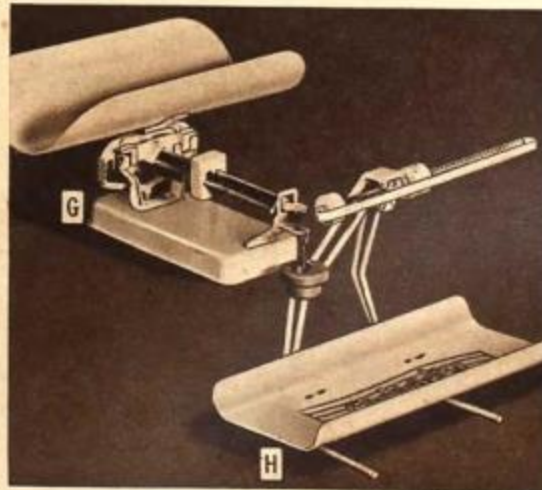
**F** Deluxe Bottle Warmer has night light in its base; porringer which fits on top is for warming baby's food. Pink or blue porcelain. *State color.*

NIPPLE STERILIZER. Glass jar (shown) with perforated cover.  
8 L 2030—2½ in. diam. Shpg. w  
12 oz. ....



"How much does he weigh?" Like all proud parents, you'll be asked frequently... and this scale will supply the answer. It's an excellent spring-type scale which weighs up to 24 pounds. The mechanism is protected and concealed; the glass-covered dial (in base) is easy to read. Skillfully designed tray measures about 20x9½ inches; base 6¼x6¼ inches. White enamel finish. Shipped unassembled; easy to set up.

81 02020—Shipping weight 8 pounds.....\$3.79



**[G] DETECTO BEAM-TYPE BALANCE SCALE.** Made by Detecto, well known scale manufacturer, this one is guaranteed accurate to the half ounce. It's recommended by many doctors and nurses... so you can safely trust it to measure your infant's poundage-progress! Substantially built; weighs up to 30 pounds. Metal base with expertly designed (19½x10½-inch) tray; base 13½x6 inches. Ivory-white enamel finish. Shipped unassembled. **8 L 02024—Postpaid (Shpg. wt. 17 lbs.).....\$9.95**

**[H] ROCK-A-BYE BEAM-TYPE SCALE.** A remarkably accurate scale which shows baby's weight within a quarter of an ounce. When not in use it can be folded up . . . you can set it up in about 15 seconds! If you're short of space, you'll especially appreciate this feature. Strong legs; 19x9 $\frac{3}{4}$ -in. tray. 16 in. high. White enamel finish.  
**8 L 02048—Shipping weight 8 pounds. . . . . \$7.79**



**J** 3-PIECE FEEDING OUTFIT. Quart (32-oz.) glass pitcher with graduations to show half-pints, cups and ounces. Glass funnel, aluminum strainer insert. Nylon-bristled bottle brush. \$9.95

8 L 2262R—Shpg. wt. 2 lbs. 14 oz. 3-pc. set. \$9.95

8 L 2225—Pitcher only. Shpg. wt. 2 lbs. 14 oz. \$9.95

8 L 2277—Funnels only. Shpg. wt. 9 oz. 2 for \$10.00

8 L 2115—Brush only. Shpg. wt. 4 oz. Each \$5.00

**K HONEYSUCKLE FEEDING SET.** A real help to the mother, particularly when baby's meal times don't coincide with those of the family. Set includes Automatic bottle warmer, porringer for heating food, and hot-water dish for keeping it warm. Pink or blue color porcelain. For 110-120 volt A.C. only. 5-ft. cord. Bottle not included. Approved by Underwriters' Laboratories, Inc. Attractively boxed.

8 L 2284—State color. Shpg. wt. 4 lbs. 13 oz. **\$3.79**

48 . . SEARS, ROEBUCK AND CO., PCB MNANG

Naturally, you can buy your Baby Things on Sears Easy Terms. See inside back cover

Complete Se

... Round-the-Clock-with-  
... time set... enough  
... for a full day's for-  
... plus plenty of 4-ounce  
... orange juice or water,  
... little caps. Set of 8 nar-  
... 4-ounce bottles, treated  
... extremes of heat and  
... mouth 4-ounce bot-  
... orange juice glass, graduated  
... findings; and 6 glass  
... caps to fit any stand-  
... mouth bottles.

10-Mar. Handy metal  
to put nipple on baby's

1000 Cellophane covers  
narrow-mouth bottles.  
Particulars, Post paid.  
1000 boxes (320 caps and 160  
labels) for 78c



Assorted bab

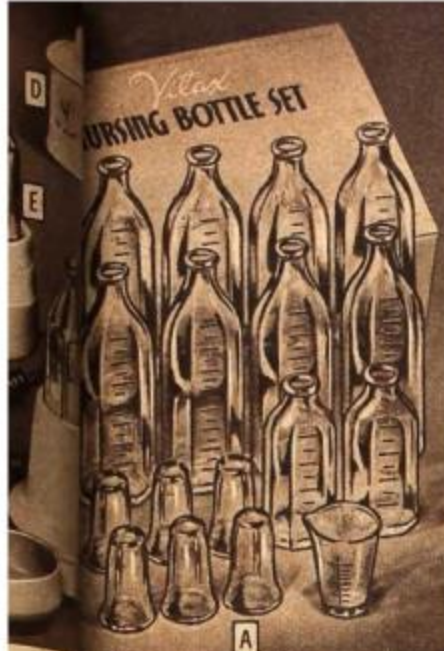
—State color: pink or blue  
—Helps start flow  
—1 1/2 oz. capacity. Ship

... For enemas  
... Rubber bulb, hard rub  
... 4-in. bulb. Shipping weigh  
... UMBILICAL TRUSS. Fo  
... snugly around body at na  
... 4 in. inches. Size  
... 12-14

**WIND-UP FEVER THERMOMETER**

WASH. Helps avoid spots  
1997-Washable white cotton  
bags marked Postpaid on





## Complete Selection of everyday Feeding Essentials

**A** 17-PIECE NURSING BOTTLE SET. "Round-the-Clock-with-Baby" feeding time set... enough 8-ounce bottles for a full day's formula supply, plus plenty of 4-ounce bottles for orange juice or water, and glass bottle caps. Set of 8 narrow-mouth 8-ounce bottles, treated to withstand extremes of heat and cold; 2 narrow-mouth 4-ounce bottles; 1 orange juice glass, graduated for spoon feedings; and 6 glass nursing bottle caps to fit any standard narrow-mouth bottles.  
8 L 2139—Shpg. wt. 5 lbs. .... \$1.79

**B** NIP-O-MAT. Handy metal gadget to put nipple on baby's bottle.  
8 L 2149—Shpg. wt. 6 oz. .... 49c

**C** QUICAPS. Cellophane covers for narrow-mouth bottles. Cardboard collars. Postpaid.  
8 L 2114—2 boxes (320 caps and 160 collars) for 78c

**D** STERI-SEAL GLASS CAPS. For 8L2255 and 8L2145.  
8L2214—Shpg. wt. 1 lb. 10 oz. 12 for 98c

**E** STERI-SEAL GLASS CAPS. For use on narrow-mouth bottles.  
8 L 2179—Shpg. wt. 10 oz. 12 for 98c

**F** HYGEIA NIPPLES. For 8L2255 (at right) only.  
8 L 2145—Shpg. wt. 10 oz. .... 6 for 99c

**G** DAVIDSON SCREW-ON NIPPLES. Fit only 8L2140 at right.  
8L2129—Shpg. wt. 6 oz. 12 for \$1.20

**H** DAVOL SANI-TAB NIPPLES. For use on narrow-mouth bottles.  
8 L 2258—Postpaid. .... 12 for \$1.00

**J** RUBBER BOTTLE CAPS. For use on narrow-mouth bottles.  
8 L 2265—Shpg. wt. 10 oz. 12 for 74c

**K** DAVOL ANTI-COLIC NIPPLES. For narrow-mouth bottles.  
8 L 2271—Postpaid. .... 12 for 56c

**L** FAULTLESS NIPPLES. For use on narrow-mouth baby bottles.  
8 L 2259—Shpg. wt. 10 oz. 12 for 60c

**M** DAVIDSON NO-COLIC NURSING UNIT. 8-oz. narrow-mouth bottle, screw-on nipple, screw-on cap.  
8 L 2140—Postpaid. .... 4 sets \$1.04

**N** HYGEIA NURSING SET. 8-ounce wide-mouth bottle, nipple and Steri-Seal glass cap.  
8 L 2116—Wt. 3 lbs. .... 4 sets \$1.08

**P** TUFFY BABY BOTTLES. 8-ounce narrow-mouth size.  
8 L 2253—Postpaid. .... 8 for \$1.00

**R** PYREX BABY BOTTLES. 8-ounce narrow-mouth size.  
8 L 2154—Postpaid. .... 5 for \$1.00

**S** HYGEIA WIDE-MOUTH BOTTLES. 8-oz. Marked graduations. Use 8L2145 nipples at left.  
8L2255—Shpg. wt. 3 lbs. 8 for \$1.08

**T** PYREX BABY BOTTLES. 4-ounce narrow-mouth size.  
8 L 2130—Postpaid. .... 6 for 90c

**V** MILK THERMOMETER.  
8 L 2226—Shpg. wt. 3 oz. .... 47c



## Evenflo all-in-one Nurser

America's most popular nurser... praised by mothers, recommended by doctors and nurses... and if infants' contented coos could be interpreted, they'd be praising it, too! Evenflo gives feeding comfort nearest that of natural nursing. A valve prevents the nipple's collapse, so baby nurses with ease. You can sanitariously seal both milk and nipple inside the bottle... so it's ready for travel, for storing in the refrigerator. Nurser includes bottle, nipple, cap and disc. Postpaid.  
8 L 2151—Nurser with 8-ounce bottle... 4 for \$1.00  
8 L 2156—Nurser with 4-ounce bottle... 4 for 1.00  
8 L 2152—Cap and disc... 6 for 60c  
8 L 2153—Nipple... 10 for \$1.00  
8 L 2155—8-oz. bottle... 10 for 1.00



## Assorted baby-care needs

**W** BABY'S HOT WATER BOTTLE. Cute nursery design. 8x4½ inches.  
8 L 2437—State color: pink or blue. 1-pint cap. Shpg. wt. 10 oz. .... 79c

**X** BREAST PUMP. Helps start flow of milk. Glass bell fits breast snugly.  
8 L 2466—1½ oz. capacity. Shipping weight 10 ounces. .... 59c

**Y** INFANT SYRINGES. For enemas... to aid in relieving constipation. Synthetic rubber bulb, hard rubber pipe. Use either oil or water.  
8 L 2301—4-oz. bulb. Shipping weight 5 ounces. .... 49c

**Z** INFANT'S UMBILICAL TRUSS. For navel rupture. Cotton elastic. Measure snugly around body at navel for proper fit. Comes in even sizes 12 to 24 inches. State measurement.  
8 L 1223—Shipping weight 4 ounces. .... \$1.89

**AA** WHIRL-PULL FEVER THERMOMETER. For oral or rectal use. Mercury comes down without shaking. Pink and blue plastic case.  
8 L 2594—Shipping weight 3 ounces. .... \$1.19

**BB** CURITY MASK. Helps avoid spreading colds.  
8 L 2699—Washable white cotton. .... Postpaid. 3 for 87c



## Well known Formulas and Cereals for infants

MEAD'S PABLUM CEREAL. Pre-cooked.  
8 L 2230—Postpaid. .... 2 (18-oz.) boxes 90c

MEAD'S DEXTRI MALTOSE No. 1. Postpaid.  
8 L 2243—With sodium chloride  
2 (1-lb.) cans. .... \$1.26

MEAD'S DEXTRI MALTOSE No. 3. Postpaid.  
8 L 2245—With Potassium bicarbonate. .... 2 (1-lb.) cans \$1.26

MELLIN'S BABY FOOD. A nutritive formula to add to milk. Shpg. wt. 3 lbs. 14 oz.  
8 L 2233. .... 2 (10-oz.) jars \$1.18

NESTLE'S LACTOGEN. Modified dried cow's milk.  
8 L 2227—Postpaid. 1-lb. (16-oz.) can \$1.10

BIOLAC. A modified milk with vitamins and minerals added. Postpaid.  
8 L 2218—13-ounce can. .... 4 cans for \$1.12

KANANA BANANAS. Flakes made of pure dehydrated tree-ripened bananas. Add liquid; use either as beverage or on cereal. Shpg. wt. 1 lb. 4 oz.  
8 L 2272. .... 2 (5½-oz.) cans 86c

DEXTROGEN. Modified evaporated milk.  
8 L 2211—Postpaid. 4 (14¼-oz.) cans \$1.04

SMA BABY FOOD. A special food formula for infants. When diluted according to directions it closely approximates human milk. Pasteurized and homogenized.  
8 L 2235—Postpaid. 1 lb. (16-oz.) can 98c  
Save 30c... get 6 cans for only \$5.58

SIMILAC BABY FOOD. A powdered modified milk product. Use according to directions to make it as similar to human milk as possible. Shipping wt. 1 lb. 7 oz.  
8 L 2238. .... 1-pound can 95c

Items marked Postpaid on these two pages are not for sale outside the continental limits of the United States

ALL PAGE 49 . . NURSERY NEEDS



HERE'S THE PLACE TO SHOP FOR

## INFANTS' GOODS



### Fitted Travel Kit for baby

Taking baby "bye-bye" means taking along a wide assortment of baby-care items, which presents a real problem for the mother... unless she has a kit like this. It's a sizeable 10 3/4 in. high plastic-coated carrying case with bright red plastic trim and strap. We've fitted it with these necessities: a diaper bag, 2 Evenflo nurser sets (8-ounce bottle, nipple and cap), Baby Lamb powder puff, 3 bars Sears Approved castile soap, 54 double-tipped swabs, 4 1/4-oz. Sears Approved baby powder and 6-oz. Sears Approved baby oil. There's room left over for baby's clothing. Price includes 9c Federal Tax.

**\$4.28**

8 L 2273E—Shpg. wt. 4 lbs, 12 oz.... \$4.28



### Gift Items for youngest members of the family

**A JOHNSON'S DE LUXE GIFT BOX.** Big help to busy mothers. Necessities for baby's tender skin: 2 cakes of baby soap, 2 1/4-oz. jar of baby cream, 6-oz. bottle of baby oil and two 4 1/4-oz. cans of baby powder. 26c Federal Tax included.

8 L 2199E—Postpaid..... **\$2.21**

**B BABY THERMOMETER SET.** Three "Round-the-Clock-with-Baby" thermometers... one for the room (3 1/2 in. long), one for milk (10 1/4 in. long), and one for the bath (4 in. long). Nicely boxed.

8 L 2121—Shpg. wt. 12 oz.... **\$1.89**

**C LUCITE BRUSH AND COMB SET.** Nicely shaped brush (6 in. long) has silky-soft Nylon bristles. Comb 4 3/4 in. long. Gift box.

8 L 6394—Shpg. wt. 6 oz.... Set **\$1.79**

**D BABY BOY'S SET.** Miniature (about 3 3/4-inch) military brush bristled with soft Nylon; comb 4 1/2 inches long. Both are gem-clear Lucite. Attractively packaged.

8 L 6393—Shpg. wt. 6 oz.... Set **\$1.49**

**E METAL BRUSH AND COMB SET.** Gold-color metal brush (jeweler's bronze finish) has fine, soft Nylon bristles; is 3 in. long. Metal-capped comb 2 1/2 in. long. Cellophane-topped gift box with pretty rayon lining.

8 L 6398—Shpg. wt. 6 oz. Set **\$2.79**

**F "PUPPYKIN" THERMOMETER HOLDER.** Floppy-eared spaniel thermometer-holder with hourglass timer. Easy-to-wash fabric. 9 1/2 in. long. Thermometer not included. State color: pink or blue.

8 L 2275—Shpg. wt. 12 oz.... **\$1.59**

**G COTTON DISPENSER.** Cotton-tail to guard your cotton. Pottery. State color: pink or blue. 5 inches high.

8 L 2074—Shpg. wt. 12 oz.... **89c**

**H CLEAN-UP SET.** "Round-the-Clock-with-Baby" brand. Handy pastel-color plastic tray (12x8 1/4 in.); 300 cotton-tipped swabs in large jar; 3 small empty jars.

8 L 2283—Shpg. wt. 4 lbs. 6 oz. **\$2.79**

**J PLACE-MAT AND BIB SET.** Styled just right for a child at the high-chair age. Both are made of easy-to-clean, white plastic-coated fabric. Bib is large enough to give complete coverage... it's 16 in. long. And the 15x11 1/2-in. place-mat has a clever design of colorful vegetable characters doing a dance. Makes for neater mealtimes!

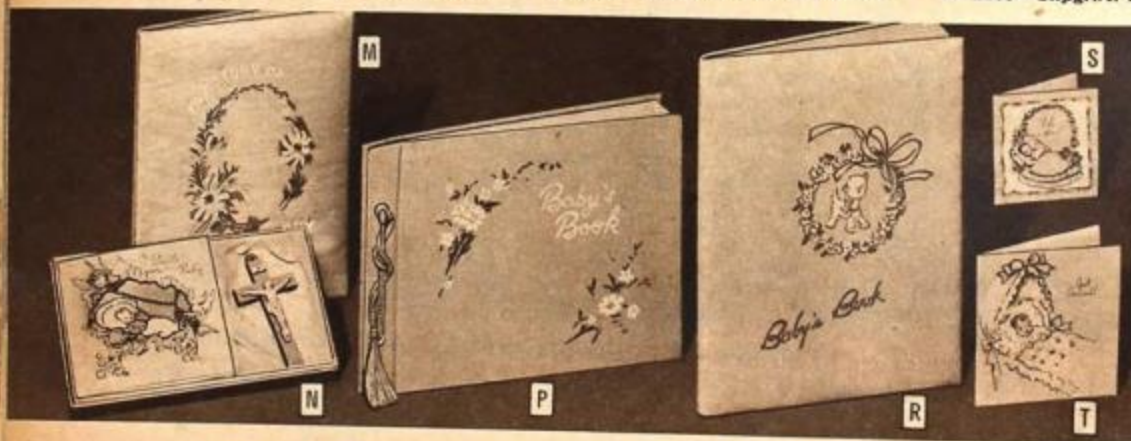
8 L 2073—Shpg. wt. 7 oz. Set **95c**

**K SIZZY GOOD HABIT KIT.** Start a little girl off on the right track—give her this set which includes basic needs for cleanliness. 1 1/2-ounce tube tooth paste, tooth brush, 2 bars soap, and 1-ounce bottle of liquid castile shampoo.

8 L 2296—Postpaid..... Set **\$1.25**

**L PUZZY GOOD HABIT KIT.** A little man begins the right way when he has this set. Contains the following items: 1 1/2-ounce tube tooth paste, tooth brush, 2 bars soap, 1-ounce bottle liquid castile shampoo.

8 L 2289—Postpaid..... Set **\$1.25**



### Books, Announcements and Gift Sets for the new baby

**M THE STORY OF OUR BABY.** 24 decorated pages cover events for 7 years. Padded rayon moire cover. 9x6 3/4 in. Shpg. wt. 14 oz.

3 L 6090—Light Blue..... 97c

3 L 6091—Pink..... 97c

**N BABY GIFT SET.** 4-inch cross of blue, or pink plastic with ivory-color Corpus, sterling silver Miraculous Medal on a 12 1/4-inch sterling silver chain. Gift card included. State color.

3 L 7608—Wt. 14 oz.... Set **\$1.39**

**P BABY'S RECORD.** 54 loose-leaf pages, 30 white with color illus., 24 grey for photos. Washable imitation leather. 7 1/4x10 1/4 in. Shpg. wt. 1 lb. 3 oz.

3 L 6088—Light blue..... **\$1.56**

3 L 6089—Pink..... **1.56**

**R BABY'S BOOK.** Rayon moire padded cover with hand-painted design. Records 7 yrs. Size 10 1/2x8 1/4 in. 36 pages. Shipping weight 1 pound 4 ounces.

3 L 6092—Light Blue..... **\$1.81**

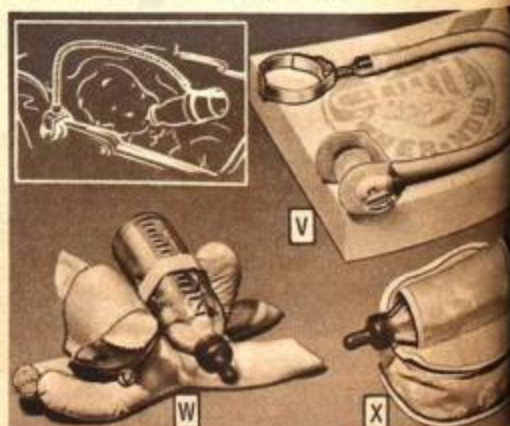
3 L 6093—Pink..... **1.81**

**S ANNOUNCE BABY'S ARRIVAL.** 24 cards with envelopes. Pastel for boys or girls. Space for name, weight, arrival date, etc. Size about 2 1/4x3 3/4 in.

3 L 5508—Shpg. wt. 8 oz.... **36c**

**T CLEVERLY DESIGNED ANNOUNCEMENT CARDS** in pastel colors. Each with appropriate verse. Space for name, date, weight, etc. 24 cards, 24 envelopes. 4 fold style. 4 1/2x4 1/2 in.

3 L 5605—Shpg. wt. 8 oz.... **48c**



### Holders for baby bottles

**V "THER-NOW" BOTTLE HOLDER.** Designed by a mother with two small daughters, Ther-Now feeds baby... gives mother time for other tasks. Use it anywhere... with any-size bottle. The sturdy, flexible arm and stainless steel clamp keep bottle at proper level for nursing. Glossy enamel finish in baby pink and blue. Cleans with a swish of a damp cloth. Overall size 27 inches long.

8 L 2276—Beautifully boxed. Shpg. wt. 2 lbs. 6 oz. **\$4.49**

**W "PUSSYKIN" BOTTLE HOLDER.** Playful kitty with easy-to-wash coat. State color: pink or blue. 10 1/2 in. long.

8 L 2274—Bottle not included. Shpg. wt. 12 oz. **\$1.29**

**X "FEED-A-BABE" BOTTLE HOLDER.** Washable plastic-coated fabric. Size 2 1/2x6 1/2x6 1/2 inches.

8 L 2266—Bottle not included. Shpg. wt. 3 oz. **\$1.29**

50... SEARS-ROEBUCK PCBKMN

Prices on these two pages include 20% Federal Excise Tax where "E" is added to catalog number unless otherwise stated

### Necessities

**Baby Powder.** Soft... 2 for 94c  
**Baby Oil.** A lubricant for baby's skin. Postpaid. 2 for \$1.04  
**Evenflo Heat Powder.** For diaper rash and other irritations. Postpaid. 2 for 50c  
**Baby Lotion.** Excellent for softening dry skin. Postpaid. 6 oz. 2 for \$1.04  
**Baby Cream.** White... 2 for \$1.04  
**Glass Jar.** For ointments, or for baby's nose and ears. 300... 69c  
**Cotton.** For the ones above; use... Shpg. wt. 14 oz. 100... \$1.59

### "BEAUTY"

Want your  
to have cur  
Try Nestle's

Want a generation mothers to  
Nestle's to increase the cu  
hair. You, too, will fin  
Each day, take a small  
baby's second growth.  
Harmless to baby's  
directed on the bottle  
Nestle's bottle. Postpaid...

marked "Postpaid" on